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U. S. Department of Agriculture

# *Famous Flowers*

## AND HOW TO GROW THEM



### NEW MUM TOUSLEHEAD

A hothouse type that grows outdoors. 1 for \$1.00; 2 for \$1.75; 3 for \$2.50; 4 for \$3.25. See page 17.

**R. M. KELLOGG COMPANY**  
THREE RIVERS, MICHIGAN



*Money Saver!*

Twelve beautiful Pacific hybrid Delphiniums for only \$2.95. Just as beautiful as the named varieties but hybrids (no color choice). Order 12 for a fine color range: blue, light blue, purple, lavender, pink. Prices: 4 for \$1.25; 8 for \$2.15.

12 for \$2.95

King Arthur

Guinevere

## Pacific Delphinium Named Varieties

These Pacific Delphiniums are guaranteed to be 75% to 85% double. All are tall, strong, straight beauties. Varieties as follows:

**King Arthur.** Dark royal violet with black bee. Florets  $2\frac{1}{2}$  inches across. Prices below.

**Guinevere.** Light pink-lavender, white bee. Florets  $2\frac{1}{2}$  to 3 inches across. Very large spikes. Prices below.

**Summer Skies.** Clearest light blue with white bee. Florets 2 to  $2\frac{1}{2}$  inches across. Prices below.

**Galahad.** Beautiful white just like sunlight dancing on the snow. Florets 2 to  $2\frac{1}{2}$  inches across. Prices below.

**PRICES:** Four named varieties, field-grown. 50c each; 2 for 87c; 3 for \$1.25; 4 for \$1.63; 8 for \$3.13; 12 for \$4.63.

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See  
Index  
on  
Page 40

Summer  
Skies



# How To Grow Them

By S. F. Beatty  
and the Nursery Staff  
Drawings by John Milton Brimer

**I**T really is a simple and easy matter to have a garden. Practically any soil that you may have will do for gardening, and from then on the chief essentials are good plants in the beginning, and a little attention to the easy instructions that will follow. We hope that we have made these simple and clear.

We believe that we have, but naturally there will be some questions that occur to you which are not answered, or perhaps are not clear. In that case, you can use our free consultation service. Simply write us asking for the information you want, and it will be an unusual question, indeed, if we are unable to answer it.

## Kind Of Soil Required

**A**NY ordinary, rich or well fertilized soil will do for Azaleamums, and such flowers as Shasta Daisies, Heliopsis, Blue Bonnet, Violas, Phlox, and many others. The usual test applies: that is, if other flowers grow well in your soil, Azaleamums and these other flowers will thrive there happily, and will really go to work to produce a blaze of color for you.

Yes, the soil should be well drained, too, but that applies to practically any flowers that you may want to grow. If the soil is not well drained, your garden will have a tendency to freeze out in cold weather. But, if drainage is poor, do not worry, because usually drainage can be supplied. See instructions on page 43.

There are some exceptions to the above, it is true. For example, some flowers require a heavy, cool soil. Among these would be Delphiniums, Trollius, Astilbe, Bleeding Hearts, Windflowers and Primroses.

Forget-Me-Nots and Violets require a cool soil, but not necessarily heavy.

Carnations seem to prefer a sandy soil, but will do well in any good garden soil that will grow other flowers.

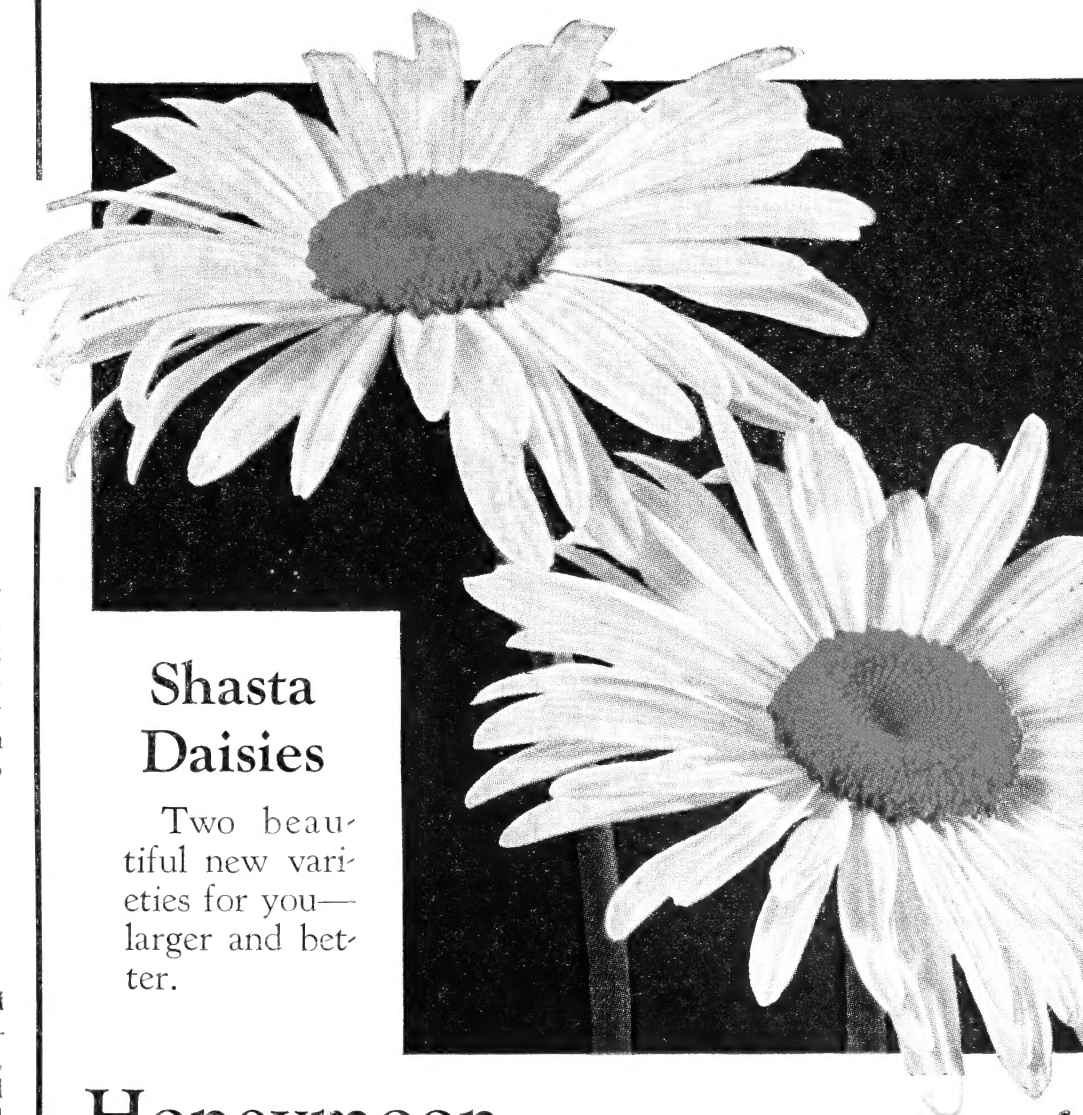
Verbenas will grow most anywhere, but are particularly valuable in a poorer soil, as they really seem to like it. This makes them very useful in rockeries, as well as in the garden.

## Acid or Sweet--Which

**W**ITHIN reasonable and ordinary limits, do not worry as to whether your soil is acid or sweet. Probably your soil is within the ordinary limits just mentioned, so you need do nothing to supply either acidity or sweetness.

(Continued on page 5)

R. M. Kellogg Company, Three Rivers, Mich.



## Shasta Daisies

Two beautiful new varieties for you—larger and better.

## Honeymoon

Remember Cinderella, the story-book girl, who was so homely? And remember how her fairy godmother changed her into a beauty who married the Prince? That's what's happened to Shasta Daisies. They have now been touched by the magic wand of breeders, and here is the result—huge Daisies with blooms up to 5 inches across or more. Pure white, like newly fallen snow. Centers, golden yellow. Massive display. Late June to August. Hardy. Foliage rich green, upright, healthy. 24-30 inches high. 1 for 55c; 2 for 95c; 3 for \$1.35; 4 for \$1.75; 6 for \$2.55.

*Money Saver!*

2 Honeymoon \$0.95  
2 Esther Reed 1.05  
\$2.00

All four for only  
**\$1.59**

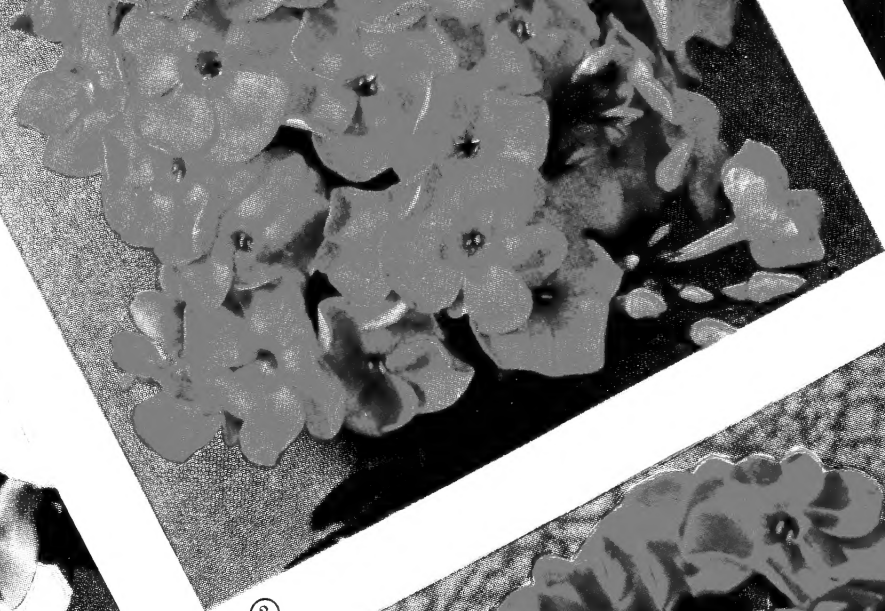


## Esther Reed

This beautiful Shasta Daisy is very large—and very white. Flowers get up to four inches across, completely double, and well-crested. They have a gleaming white beauty that cannot be shown in the picture. Bloom constantly from June through October. Very fine as cut flowers or in the garden. 1 for 60c; 2 for \$1.05; 3 for \$1.50; 4 for \$1.95; 6 for \$2.85.



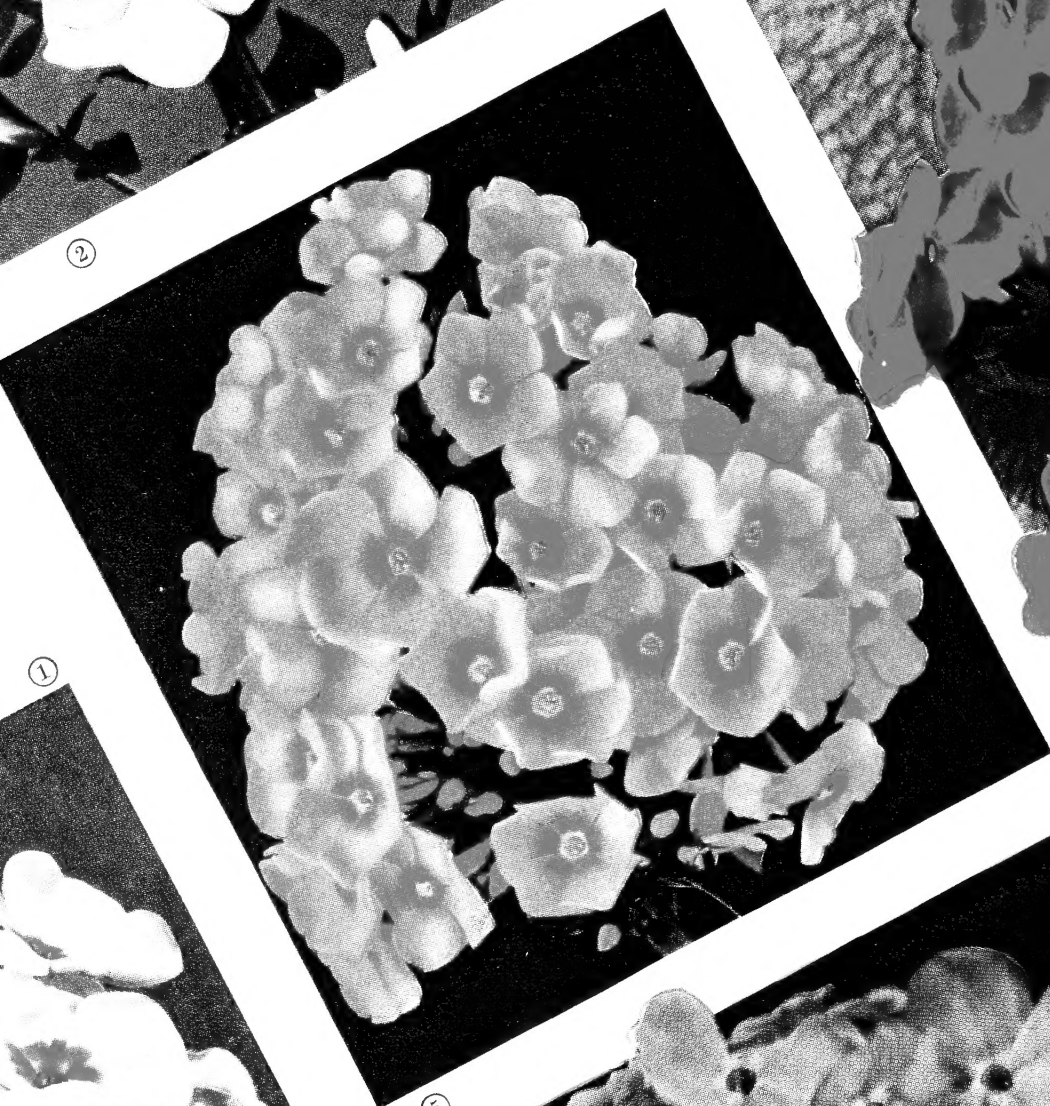
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# Kellogg's Dazzling Dozen Phlox

Our Michigan conditions, and our extensive overhead irrigation seem to be just right for producing Phlox of superb vigor, health and quality. This year we offer you a whole dozen dazzlers. Order them with complete confidence. Don't miss the special at bottom of page offering you two new Phlox free.

**Polka Dot.** (1) Petals have a very slight pinkish tinge, harmonizing with the fuchsia-colored eye. The whole head is beautifully shaped with extra large, overlapping florets. **Prices below.**

**Pinkette.** (2) Only a faint tinge of color with the beauty of soft-shed light. Really lovely. Lustrous sea-green foliage. **Prices below.**

**Salmon Glow.** (3) Deep salmon-pink with deep carmine eye. Heads well filled and stately. Healthy and strong. **Prices below.**

**Bright Eyes.** (4) There have been red Phlox before, but none with the beautiful large florets, dancing dark eyes and gorgeous coloring of Bright Eyes. Being a child of the famous large flowered Daily Sketch, Bright Eyes inherits all the health and vigor of its parent, and the huge florets, too. **Prices below.**

**Daily Sketch.** (5) Extra large florets, 1½ inches across, or more. Coloring clear, beautiful pink with small carmine eye. Does not fade, but stays pure and beautiful throughout. Starts blooming in July and continues until frost. **Prices below.**

**Africa.** (6) A color so mysteriously beautiful that it seems to belong to another world. Amazingly dark carmine-red that can hardly be described. Strong, vigorous, healthy and hardy. **Prices below.**

**Carolyn Vandenburg.** (7) The outstanding dark blue Phlox, not only on account of its color, but because it is extra large, healthy, vigorous and productive. The nearest to a real blue. **Prices below.**

**Mary Louise.** (8) Pure white, like newly fallen snow—lovely and fluffy. Sorry, a picture can't adequately show its whiteness. **Prices below.**

**Bluette.** (Not shown.) Shades of blue and rose intermingled in magical fashion. Unusually large florets; vigor, productiveness, and fine, well-filled, symmetrical heads. **Prices below.**

**Lillian.** (Not shown.) The famous blue-eyed Phlox; rest of flower beautiful salmon-pink. Compact flower heads; beautifully shaped florets. Very robust, plenty of vitality. Often 12 to 15 flower spikes per plant. **Prices below.**

**Border Gem.** (Not shown.) Beautiful reddish purple. Trusses very large and well formed. Medium height. **Prices below.**

**Baron von Dedem.** (Not shown.) A brilliant dandy; orange-red that will put fire in your garden. Medium height. **Prices below.**

## Prices Field-Grown Plants

Prices, by variety: 1 for 45c; 2 for 79c; 3 for \$1.12; 4 for \$1.47; 6 for \$2.14; 12 for \$4.17.

Prices, by color only: Red, pink, white, white with red eye or purple. 1 for 35c; 2 for 61c; 3 for 87c; 4 for \$1.14; 6 for \$1.67; 12 for \$3.24. All plants field-grown.

## Special!

Order one each of the 12 Phlox listed above at \$4.17 for the 12 and we will add 2 new Phlox to your order free, as follows:

1 **Eva Foerster.** Beautiful new bright salmon-pink Phlox, large florets, large heads, value 45c.

1 **World Peace.** Beautiful new pure white Phlox, value 45c. Total value for the two Phlox 90c.

**Note:** If you want to buy the Eva Foerster and the World Peace, you can buy them at the prices quoted above for the other Phlox.

## HOW TO GROW THEM

But, if you really believe that your soil is over-acid, light applications of lime may be used.

It is not at all likely that your soil will be too sweet, unless it has very recently been over-sweetened by applications of lime. If a year or two has elapsed since lime was applied, the sweetness will have worn itself out and your soil will be in proper condition.

To sweeten the soil with lime, mix in with the dirt at soil preparation time. About one-third teacup of lime should be used to every cubic foot of earth.

There are, of course, some flowers that really demand a non-acid soil. The most important of these are the Carnations. In particular, you should be careful not to use peat moss for Carnations, otherwise failure is almost sure to result. Also, avoid leaves and other acidifiers. **THIS IS IMPORTANT FOR CARNATIONS.**

There are very few flowers that really demand an acid soil, but there are some that are very happy in such surroundings, and among these are Violets and Violas.

## Testing for Soil Acidity

**P**ERHAPS you will find it interesting to make a test of your soil, and the test is quite simple. You can buy red and blue litmus paper at your drug store for pennies only, to make the tests. First, moisten a little of your soil, knead it into a ball, break it open and insert a piece of blue litmus paper. Press the soil tightly around the paper and leave for a minute or two, then remove the paper. If it has turned red, your soil is on the acid side.

If it has remained blue, the next thing is to test for alkalinity. Take a piece of red litmus paper and use it the same way. If the red litmus turns blue, then your soil is sweet, or alkaline.

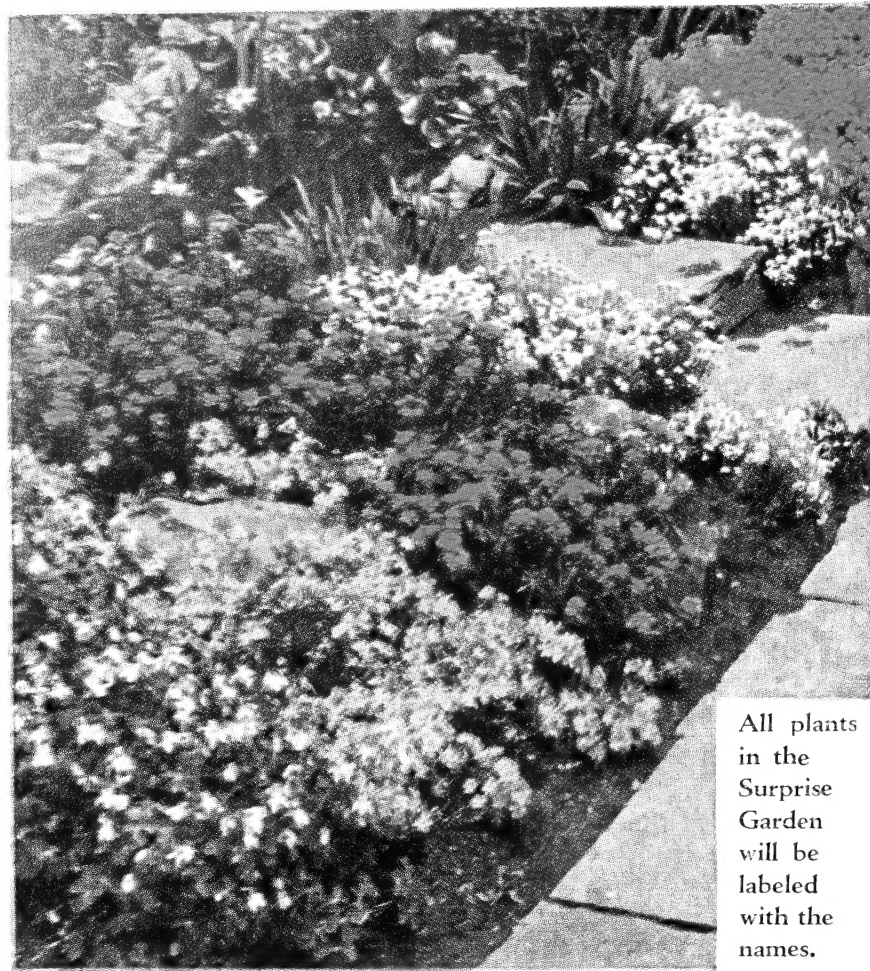
If neither paper changes color, your soil is neutral.

## Soil Exposure

**A** ZALEAMUMS and most other flowers like sun. So, select a sunny spot, if you can. But, they will tolerate a reasonable amount of shade, providing that shade is from a building, fence, or other structure that does not use soil fertility. Do not ever think that you can plant Azaleamums under trees and be successful with them, for the trees will sap so much fertility from the soil that the flowers will not do well in any event, regardless of the amount of sun or shade. The same is true of nearly all garden flowers.

(Continued on page 6)

R. M. KELLOGG COMPANY



All plants in the Surprise Garden will be labeled with the names.

## Surprise Rock Garden

Beauty that rollicks and frolics among the rocks. Ten choice plants for only \$2.35. Would cost you \$3.00 to \$4.00 if bought by variety. All varieties are ideally suited for rock garden planting. Long blooming period and brilliant spread of color. At least five different kinds. And the more you buy, the cheaper you buy them.

**PRICES:** Field-grown plants, 5 for \$1.25; 10 for \$2.35; 20 for \$4.55; 25 for \$5.65; 50 for \$10.95.

## Primroses

These are loved by everyone for their simple beauty and amazingly generous display of blooms. Sorry we can't offer you a color choice, as plants are hybrids. They come in a variety of colors: Red, white, lavender and orchid-pink. About 6 inches high. Like moist soil, semi-shade. Bloom in May and June. **PRICES:** Field-grown, 1 for 50c; 2 for 88c; 3 for \$1.25; 4 for \$1.63; 6 for \$2.38.

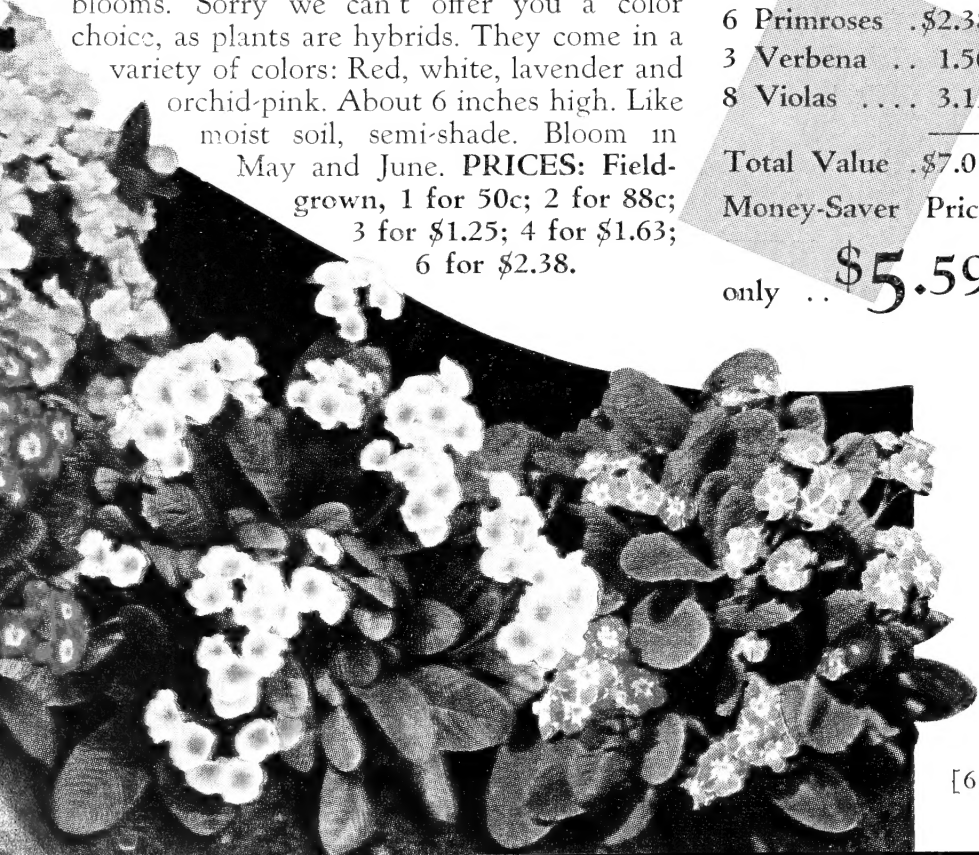
*Money Saver!*

6 Primroses ..\$2.38  
3 Verbena ... 1.50  
8 Violas .... 3.13

Total Value ..\$7.01

Money-Saver Price

only .. **\$5.59**



## HOW TO GROW THEM

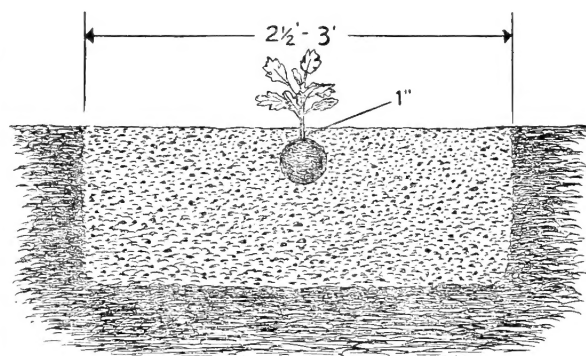
There are only a very few perennial plants that can be planted under trees, and excepting for Myrtle, they are practically non-flowering. Myrtle, we do not recommend, as it becomes a distinct nuisance. But if you want a good ground cover to plant under trees, where other flowers will not do well, plant Spurge.

Other perennials that will grow under trees are Primroses and Astilbe, but you should see that they get fertility, and do not plant closer than 6 feet from the tree trunks.

And, there are some flowers that can do their best only when they have the fullest amount of sun that you can give them. In particular these are Delphiniums, Trollius, Carnations, Shasta Daisies, Heliopsis, Canterbury Bells, Scabiosa, Hollyhocks, Foxgloves, Aquilegias and Cannas.

## Soil Preparation

**T**HE first thing to remember in preparing the soil is that plants need room. You cannot possibly have a good garden if you set your plants tightly together, or if you prepare a hole barely large enough to accommodate the plant. For proper aeration, it is best to prepare a piece of ground much larger than needed for the particular plant you are setting. Of course, this advice seems hardly necessary, as most people plant in gardens where a piece of soil embracing many square feet will be prepared. But, still this must be said: do not plant your flowers too closely together. If you have a dozen plants to set, prepare for a dozen, and not for only four or five. A space 2½ to 3 feet across is none too large for an Azaleamum, when you want a specimen plant such as the ones we show. Azaleamums spread to large size, and they need room.

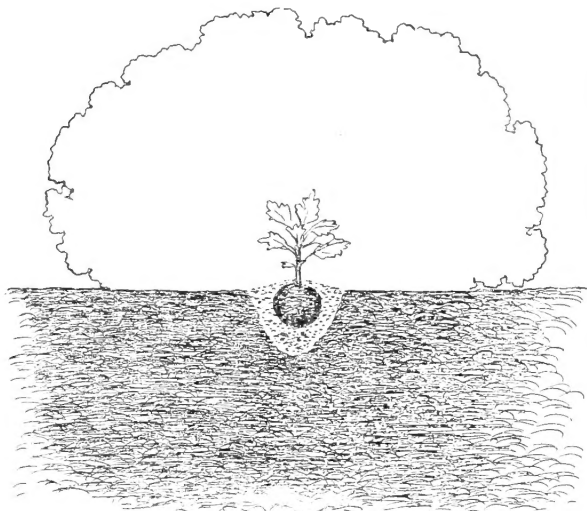


**PROPER PLANTING OF AN AZALEAMUM.** Note the large area of soil prepared, depth of soil, and ball of earth about 1 inch under the soil's surface after planting.



## HOW TO GROW THEM

And, we mean room to grow underground, as well as above. Azaleamums come to size and form by means of stolons that reach out from the mother plant, below the ground, and from which new shoots appear. If you prepare a piece of ground only six or eight inches across for your Azaleamum, because the plant is small in the beginning, how on earth can you expect that you are going to be successful in having a large plant in September?



**THE AZALEAMUM ABOVE IS WRONGLY PLANTED.** Note the small hole, with no room for the roots to spread. The ghost line shows what you want. How can you expect to get it if you plant as above.

If you are planting in a border, the plants may be placed as closely as 12 to 15 inches apart, for solid effect, but the strip of soil prepared should still be at least two feet wide, and 2½ feet to 3 feet is better.

## Depth for Soil Preparation

**AZALEAMUMS** are shallow-rooted plants, and therefore it might be expected that they can thrive with shallow soil preparation. Actually, they can, if the soil is naturally loose, open and porous. But, if it is not, then prepare 10 to 12 inches deep, at least. This deep preparation will help to supply that drainage that we talk so much about.

The same rule applies to other flowering plants. Perhaps they can do well in shallow soil, but you as a gardener, do not care to dig one depth here and another depth there, and so why not dig rather deeply for the entire piece allotted to your spot o' beauty?

The only place you should confine yourself to shallow soil preparation is in those spots where there are stones, hard-pan, or other impediments just beneath the soil which prevent you from doing anything else. And, in such spots, confine yourself to flowers that can do well with shallow soil preparation.

(Continued on page 8)

THREE RIVERS, MICH.



See Money Saver  
on page 6

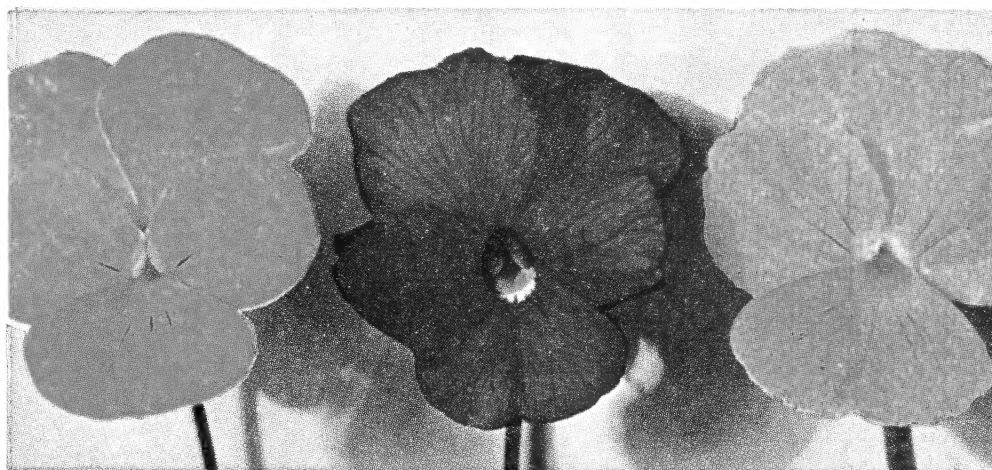
## Hardy Verbena

Here is a flower of great usefulness and great beauty. Fine for covering unsightly spots, fine for rockeries. It has a creeping habit, with beautiful foliage as well as beautiful flowers. Foliage dark olive-green. You will like them, we know. At left is a picture of Hardy Verbena. In coloring they are a beautiful rose-pink, and each head is 3 to 4 inches across. Bloom all summer and into fall. Pot-grown. 1 for 60c; 2 for \$1.05; 3 for \$1.50; 4 for \$1.95; 6 for \$2.85.



## Pink Forget-Me-Not

**PINK BEAUTY.** The answer to many years of patient effort by the plant hybridizers. A dainty 6 to 8 inch plant literally covered the entire season with lovely little pink Forget-me-not flowers. The lush foliage is fine at all times and the flowers are always there. Without doubt the finest thing we ever offered in the Forget-me-not family. **PRICES:** 1 for 75c; 2 for \$1.30; 3 for \$1.87; 4 for \$2.45.



## Violas

These charming **Hardy Pansies** bloom all summer; hence, a very valuable addition to your garden. Beautiful in groups or low ever-blooming borders. Ultimate height 6 to 8 inches. Bloom April to frost. Plant 6 to 8 inches apart. Sun or shade. Will stand moisture if drainage is good. These come in four colors: **Apricot, Blue, Yellow, Red.** **PRICES:** Field-grown, 50c each; 2 for 88c; 3 for \$1.25; 4 for \$1.63; 8 for \$3.13; 12 for \$4.63.

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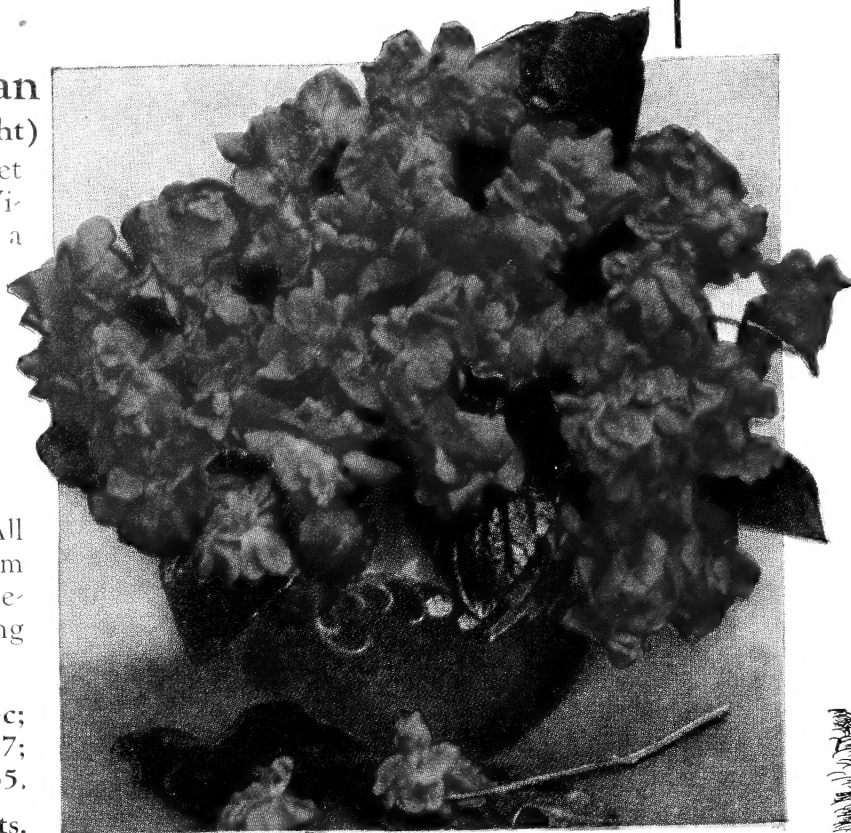
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## Double Russian Violets (right)

Pick a small bouquet of Double Russian Violets, put them in a vase, and wait. It won't be long until everyone is exclaiming in delight at the wonderful aroma, for there are no flowers more richly fragrant. Why not grow your own? All flowers double; bloom early spring and sometimes in the fall; long stems, 6 to 8 inches.

**PRICES:** 1 for 75c; 2 for \$1.30; 3 for \$1.87; 4 for \$2.45; 6 for \$3.55.

Plants out of 2-in. pots.



## Violet White Wonder

Some say these are prettier than either Double Russian or English Violets, because they show up better among their foliage. Blossoms about  $\frac{3}{4}$  inch across or even larger. 4 to 6 inch stems, dense, beautiful foliage. Good ground cover. Bloom about same time as Double Russian Violets.

**PRICES:** Field-grown, 1 for 55c; 2 for 95c; 3 for \$1.35; 4 for \$1.75; 6 for \$2.55; 12 for \$4.95.

## Royal Robe Violet

Since we have such a good picture of Royal Robe, we need spend little time in describing it. The flowers are large, and open out almost like a Pansy. Both foliage and flowers are lustrous and exceedingly beautiful. Almost as fragrant as Double Russian Violets. 1 for 65c; 2 for \$1.15; 3 for \$1.65; 4 for \$2.15; 6 for \$3.15. Field-grown.



## English Violets

Known for their color, form and rare fragrance. 8 inches high. Flowers deep rich purple. Field-grown.

1 for \$0.55    4 for \$1.75  
2 for .95    6 for 2.55  
3 for 1.35    12 for 4.95

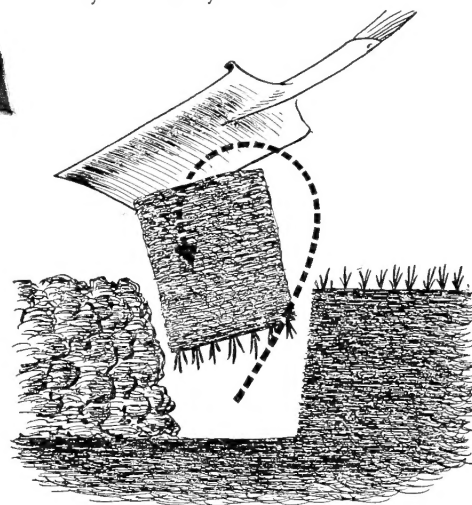
*Money Saver!*

4 Double Russian \$2.45  
4 White Wonder 1.75  
4 English ..... 1.75  
4 Royal Robe ... 2.15  
Total Value ... \$8.10

All 16 for only \$6<sup>55</sup>

The best depth for soil preparation is normally 10 to 12 inches. This will accommodate any perennial plants you care to set.

Flowers that do not require deep soil are Azaleamums, Carnations, Astilbe, Windflowers, Violets, Verbenas and Spurge. If you can prepare soil for planting to a depth of seven inches for these, they will usually do very well.



**"TURN THE SOIL OVER WELL."** Especially note the word over. Picture above shows how each spadeful of soil should be turned completely upside down, then dropped back into position.

When you prepare your garden, use a spade or shovel, and turn the soil over well; and mix it and loosen it thoroughly. As long as there are lumps still in the soil, it has not been really well prepared.

## Fertilizing

**FIRST**, what are the fertilizers that are good for Azaleamums and other perennials? In most cases, good well-rotted stable manure, or cow manure is best. Leave the hot fertilizers alone—such as sheep manure, and hen manure, especially hen manure. Pig manure is inclined to be weedy, but can be used, if you use judgment with it. It is not quite so likely to be hot, as sheep manure, but should be used more moderately than cow or stable manure.

Milorganite and other treated sewage are also good. Commercial fertilizers are usually a very satisfactory substitute for stable manure, if the manure cannot be obtained.

The formula for Azaleamums and most flowering plants would be 4-8-4, or 4-6-4, or similarly proportioned fertilizers.

Bone meal, though too slow for some flowers, would be excellent for Azaleamums, if used at the time of planting. Since Azaleamums do not bloom until early fall, or late summer, the good in bone meal would be available to the plant at just about the right time to promote excellent flowering.

(Continued on page 10)

**R. M. KELLOGG COMPANY**  
Three Rivers, Mich.



# We Like You Folks..

and we want to be good to you, so we make an unusually good Guaranty, and it is one that we know we can live up to, because we furnish the highest grade stock, and ship it to you with the best of packing. We have been in the nursery business since 1869, and we know from experience that our Guaranty can be easily fulfilled with the good stock and good packing that we give you. In fact, we have been fulfilling it for years. See Guaranty at right:

## Order Early

We make careful estimates of our supplies of nursery stock every year, and as soon as your order is received, your plants will be reserved from these stocks. Further, as far as possible, orders are shipped in the same rotation as received, within the shipping time for your locality. You help us to help you when you order early.

## GUARANTY

We guarantee all Kellogg nursery stock to be of highest quality, healthy, true to name, and capable of producing fruit or flowers of exhibition quality and quantity, when given proper conditions and care. We also guarantee all stock to reach you in good growing condition—we will replace any that does not. Our motto is "Every Kellogg Customer a Satisfied Customer," and we will make every reasonable effort to make it effective.

## How to Order

We are glad to have orders in any event, and whether your order is sent on our usual order blank, or in the form of a letter, we will thank you for it, and give you the best of service. However, you do make things easier for us if you observe the following:

**PLEASE USE THE ORDER BLANK** enclosed with your catalog, if you have one. If you do not have an order blank, tabulate your order on any piece of paper.

**EXPRESS OFFICE.** If there is no express office in your town, write the name of the nearest express office town from you, and also the distance from you on the order blank.

**SEND MONEY BY SAFE MEANS:** Postal, Express, or Bank Money Order, or Registered letter. Unregistered currency is sent at your own risk. Payment in full should accompany orders of \$10.00 or less. With larger orders, you may send one-third with order, balance when you want shipment. No C.O.D.

All members of a family should preferably order under one name.

While we try to consider your interest ahead of our own, we do ask you to be considerate as regards the following:

**SHIPPING CHARGES** will be paid by you to the Express Company upon arrival of plants. On parcel post shipments, you remit postage to us after shipment is completed. Or, if you wish to avoid this bother, you may add 10% to your order to cover shipping charges. We will then ship by cheapest method, and refund the left-over amount to you. Shipping charges are to be paid on refills only when due to arrival in poor condition.

**IF YOU SPECIFY METHOD OF SHIPMENT**, we will follow your instructions as far as possible, but there is a size and weight limit to parcel post shipments, consequently, most large items must be shipped by express.

**CANCELLATIONS.** We reserve the right to refuse cancellations or changes during shipping season, for obvious reasons. Plants not returnable for credit.

**REPLACEMENTS** for any stock that proves unsatisfactory will be made cheerfully and promptly, providing reports are made to us within 10 days after trouble becomes evident. Where plants arrive in poor condition, reports should be made within 10 days after arrival. Refills can be made only during our regular shipping season, for obvious reasons, and when reports are received after the close of shipping season, or if our supplies are exhausted when reports are received, replacement will be made the following season. We cannot be responsible for any trouble that develops after 10 days of arrival, and in any event, it is mutually agreed that we are not to be responsible for more than the purchase price of the stock.

**WE CANNOT AGREE** to delay shipment beyond May 20. Strawberry plants May 10.

**ONCE AN ORDER IS ACCEPTED**, we will make every effort to ship, however, should we fail to make shipment for any reason whatsoever, we reserve the right to cancel the order and return the customer's money, and thereupon our obligation ends.

**SHIPPING TIME.** Orders will be shipped at planting time for your locality. Please do not specify a shipping date, unless for some special reason other than weather. In such cases, we will ship as near as possible to your specified date. Again we say, please don't try to guess the weather in advance. It simply can't be done.

**R. M. Kellogg Company**



## Anchusa Myosotidiflora

One of the prettiest little blue flowers you ever saw, giving myriads of blooms during May and June. Color and shape about like Forget-Me-Nots. Grows about 12 inches high. Very hardy; likes shade or semi-shade. Plant 12 inches apart. **PRICES:** Field-grown, 1 for 40c; 2 for 70c; 3 for \$1.00; 4 for \$1.30; 6 for \$1.90.

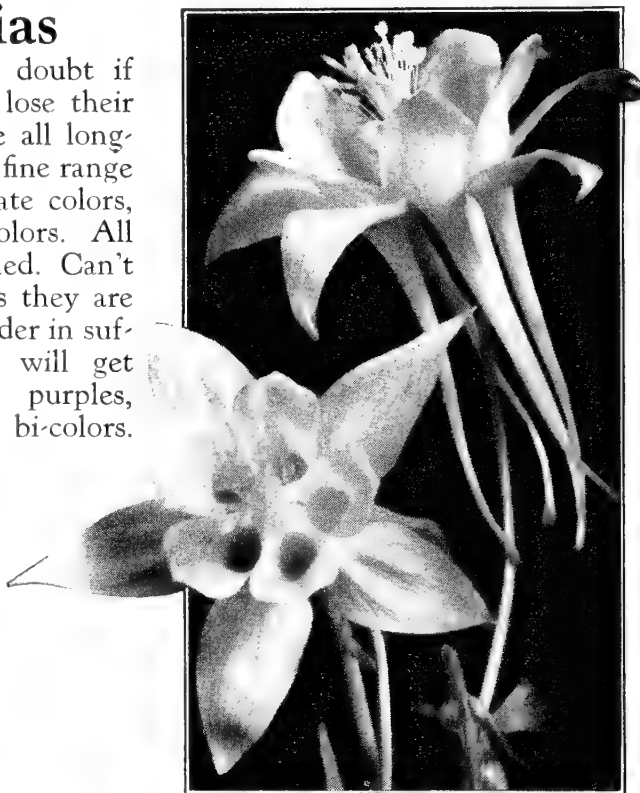


## Anthemis Tinctoria

(Hardy Marguerite.) A handsome flower in any day or age. Beautiful golden yellow; blooms all summer. Handsome fern-like foliage. Grows two feet high. Makes an excellent cut flower. **PRICES:** Field-grown, 1 for 35c; 2 for 62c; 3 for 87c; 4 for \$1.15; 6 for \$1.65.

## Aquilegias

(Columbine.) We doubt if Aquilegias will ever lose their popularity. These are all long-spurred varieties, in a fine range of brilliant and delicate colors, including some bi-colors. All large and well formed. Can't allow color choice, as they are hybrids, but if you order in sufficient quantity you will get reds, pinks, blues, purples, whites, yellows and bi-colors. Blooms May and June. Hardy. Plant 12 to 15 inches apart, sun or shade, ordinary garden soil. **PRICES:** Field-grown, 1 for 35c; 2 for 62c; 3 for 87c; 4 for \$1.15; 6 for \$1.65.



## Aquilegia Clematiflora

Different! Hybrids; mixed colors. Beautiful pastels, pinks, yellows, blues, whites, creams. Grow 18 to 24 inches. Bloom May-June. Space 12 to 15 in. **PRICES:** Field-grown, 1 for 40c; 2 for 70c; 3 for \$1.00; 4 for \$1.30; 6 for \$1.90.



## HOW TO GROW THEM

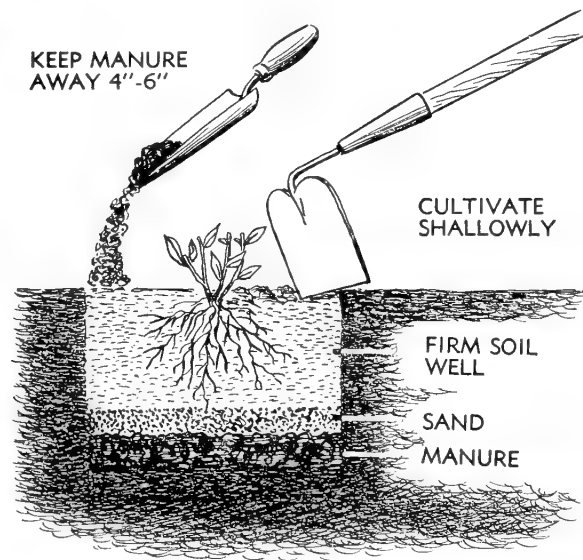
In general, bone meal applied soon after planting is a good fertilizer for any plants which bloom in the late summer or early fall.

## How to Use Fertilizer

**METHODS** of applying fertilizer are as follows:

(1). Dig the hole for your flower three to four inches deeper than required, then put a layer of the stable manure, or cow manure at the bottom, add a layer of sand an inch thick, and then fill in with the rest of your pulverized soil. This is the method to use if you want to supply drainage at the same time you prepare your soil. It is for animal fertilizers only, however, not so good for commercial fertilizers and bone meal.

(2). Any of the fertilizers mentioned above, excepting perhaps the pig manure, can be mixed with the soil. One good thing about this is that in mixing the fertilizer with the soil, you are at the same time pulverizing it well, and thereby doubling your chances for prize-winning flowers.



**THIS SHOWS GRAPHICALLY** how fertilizer should be applied around the plant after planting. Note that it is kept well away from the plant, and then hoeing is shallow. A smaller hoe than that shown would be better. Try to hold the hoe blade parallel to the soil's surface for best results.

## Aquilegia Money-Saver

5 Long-Spurred .....	\$1.40
5 Clematiflora .....	1.60

Total Value .....	\$3.00
<b>SPECIAL PRICE .....</b>	<b>2.65</b>

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(3). Fertilizer can be applied after planting. The sooner after planting, the better, and keep the fertilizer away from the plant—five or six inches away, then work into the soil by shallow hoeing.

## Fertilizer Warning

**D**O not ever use fresh animal fertilizers in such a way that they will come in pure and direct contact with the plant roots. Even with well-rotted manures, they should be well mixed with the soil before being allowed next to the roots. Many people have ruined their plants by being over-zealous in this regard. Do not ever place pure manure in the bottom of the planting hole, then the plant next, with no separating material. Mix it, or better yet, separate it with a layer of sand or soil. You are safe if you use one of the just mentioned methods.

## Amounts of Fertilizer Required

**S**OME flowers need lots of fertilizer, and some are inclined to sicken with too much, therefore, it is a good thing for you to know how much to use.

Flowers that like lots of fertilizer are: Delphiniums, Trollius, Bleeding Hearts, Windflowers, Violets, Violas, Foxgloves and Canterbury Bells. There are others, of course, but these are the chief ones.

Delphiniums definitely like lots of fertilizer, and the more you use, the more chance you have of raising tall, beautiful, prize-winning spikes.

The following flowers get along with only moderate amounts of fertilizer, but will also respond to heavy applications: Shasta Daisies, Astilbe, Heliopsis, Gaillardia, Blue Bonnet, Verbena, Forget-Me-Nots, Aquilegias, Phlox, Azaleamums and the Little Bo-Peep Rose.

Primroses definitely require only moderate amounts of fertilizer. Do not fertilize them too heavily.

Those that can be injured by too much fertilizer are: Carnations, Hollyhocks and Day Lilies.

Be particularly careful not to over-fertilize your Carnations, especially with manures. Good commercial fertilizers are better for Carnations. Also for Carnations, we must remind you to avoid peat moss and other materials that will make the soil acid.

## Peat Moss

**T**HIS is not a fertilizer, but it can be used with excellent results at times as a soil conditioner. Worked well into the soil, it will help to loosen it, and will also help to retain moisture around the roots, just where

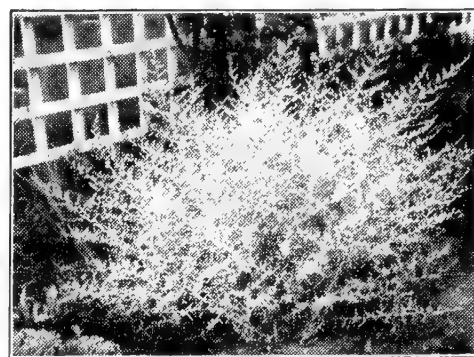
(Continued on page 12)

THREE RIVERS, MICH.

## Artemisia

(Silver King)

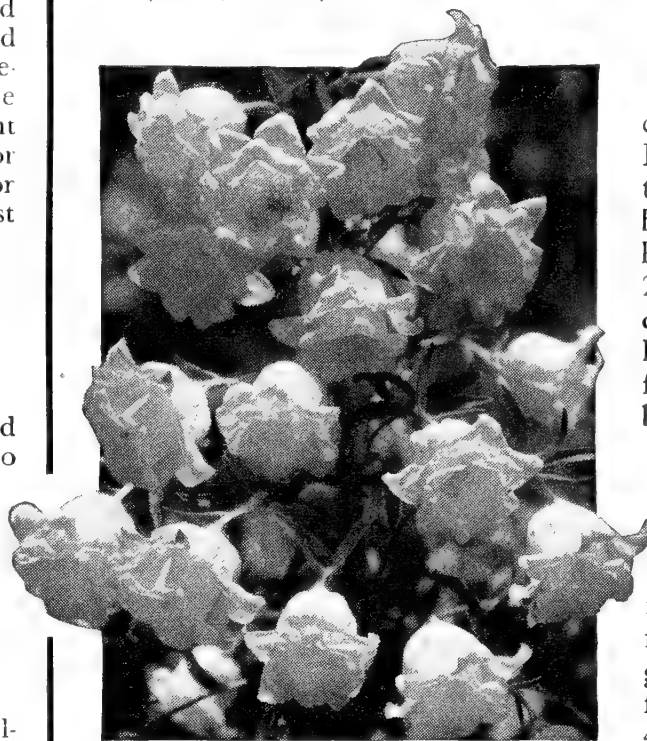
Looks as if dusted with silver. Fine background for lower plants of brilliant color. Grows 2 to 3 feet high, spread 18 inches or more. Plant 18 inches apart; ordinary soil; ordinary moisture; sun or shade. **PRICES:** Field-grown, 1 for 40c; 2 for 70c; 3 for \$1.00; 4 for \$1.30; 6 for \$1.90.



## Canterbury Bells

**Double.** (Campanula caly-canthena, Cup and Saucer.) Even more beautiful than the single Canterbury Bells. Flowers double as shown. Produced in masses on tall, 2- to 4-foot stems. **You may choose colors:** Blue, Rose, Lilac and White. Plant early for bloom this year. Prices below.

**Single.** These century-long favorites come in the same range of colors as the double variety and are identical except for the single flower. **PRICES:** Field grown, Single or Double. 1 for 35c; 2 for 62c; 3 for 87c; 4 for \$1.15; 6 for \$1.65.



## Hardy Carnations

(Dianthus grenadin.) Just like hothouse Carnations right in your garden. Grow 12 to 15 inches. Space 12 inches apart; rich, non-acid soil (avoid peat moss). Choose colors: Red, Pink, White, Yellow. **PRICES:** Field-grown, 1 for 40c; 2 for 70c; 3 for \$1.00; 4 for \$1.30; 6 for \$1.90.

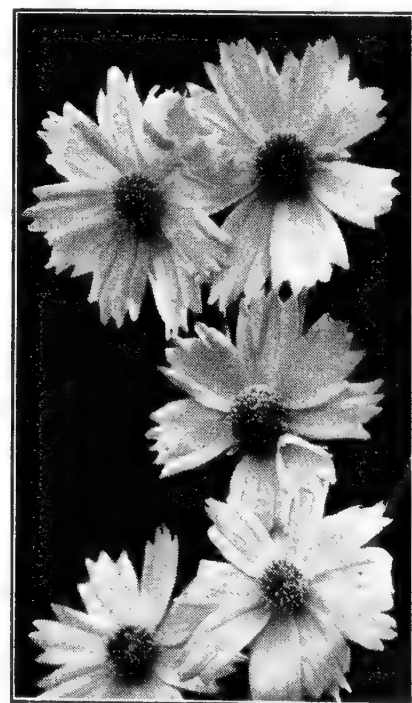


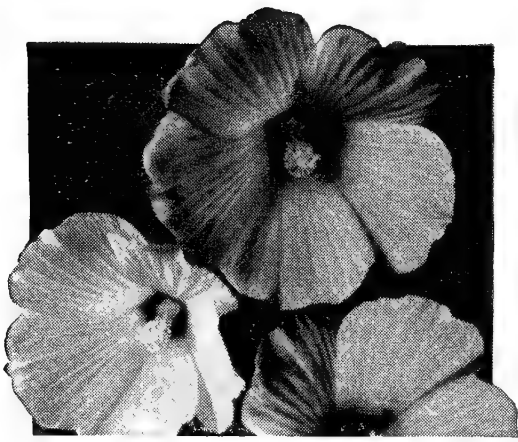
## Fox-Bell Special

3 Double Canterbury Bells .....	\$0.87	All for \$2.25
3 Single Canterbury Bells .....	.87	
3 Foxgloves .....	.87	
Total Value ....		\$2.61

## Coreopsis

Pure yellow flowers. Blooms June to frost. Grows 2 to 3 feet high. 18-inch spread. Very hardy. Mulch in winter. Plant 15 inches apart in any soil; ordinary moisture; full sun. Field-grown. **PRICES:** 1 for 35c; 2 for 62c; 3 for 87c; 4 for \$1.15; 6 for \$1.65.





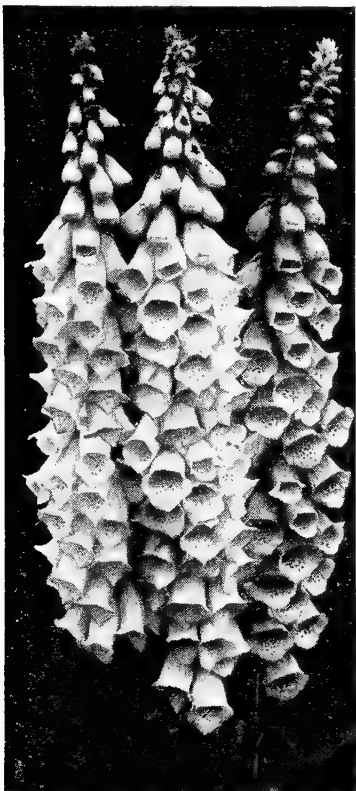
**Hibiscus** (Mallow.) A giant 2 to 4 foot perennial. Showy blooms July-August. Mixed colors only. Plant 24 inches to 30 inches apart in ordinary soil; ordinary moisture; sun or part shade. Cut back to the ground each spring. 1 for 40c; 2 for 70c; 3 for \$1.00; 4 for \$1.30; 6 for \$1.90.



### Double Hollyhocks

(Althea Rosea.) All doubles. Hardy, easily grown, mammoth-flowering; beautiful! Bloom June and July. Colors: Your choice, red, pink, lilac, white, orange and yellow.

PRICES: 1 for 45c; 2 for 79c; 3 for \$1.12; 4 for \$1.46; 6 for \$2.14.



### Foxglove

(Digitalis.) Strong, vertical Shirley Hybrids; wide color range: white, shell-pink, rose, etc. Mixed colors only. 3 to 4 ft. high. Spread 8 inches. Bloom July. 1 for 35c; 2 for 62c; 3 for 87c; 4 for \$1.15; 6 for \$1.65.



### Gaillardia Grandiflora

(Blanket Flower.) Grows 10 to 18 inches high. Flowers, orange-yellow with red centers. Conspicuous for profusion and duration of flowers. Bloom all summer and late in fall. Amazing in beds or borders. Fine for cut flowers. PRICES: 1 for 35c; 2 for 62c; 3 for 87c; 4 for \$1.15; 6 for \$1.65.

### Baby's Breath

Showers of blossoms in June and July. Creeping. Choose pink or white. Hardy. Plant 10 to 12 inches apart, ordinary soil and moisture. Sun or part shade. 1 for 30c; 2 for 53c; 3 for 75c; 4 for 97c; 6 for \$1.42.

it is needed. It does help to "unlock" fertilizer already in the soil, and so although it is not a fertilizer, as just stated, it does seem to act like one. Do not apply peat moss on top of the soil, as it pulls moisture from the soil and prevents its benefiting the plants.

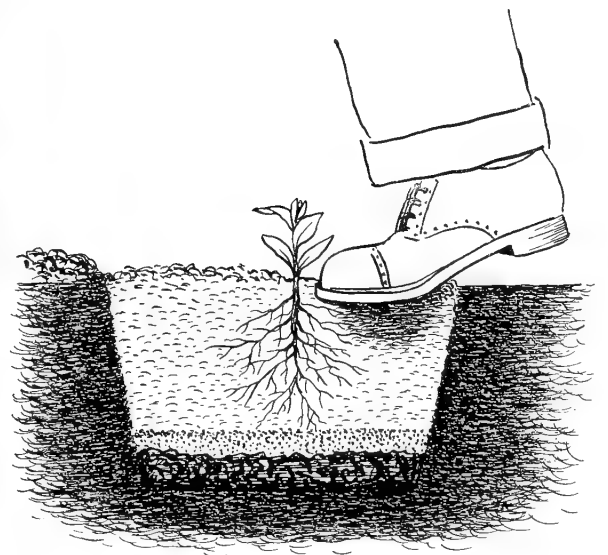
## How to Plant

**M**OST perennial plants are furnished to you in one of two "styles". They are supplied either with bare roots, or pot-grown, with a ball of earth on the roots. Planting methods, of course, are different.

In the spring, we supply Azaleamum plants out of 2-inch pots, and oversize plants out of 3-inch pots. In planting either, see that the top of the ball of earth around the roots is just about one inch under the surface of the soil.

Then, press that soil firm, and here is an important point; gentle "love-patting" with your hands is not enough to firm the soil. You need real pressure, and the best way to give sufficient pressure is to press the soil all around the plant with your feet, getting the weight of your body into the job.

We hear a lot about the "green thumb". People who have a "green thumb", seem to have the knack of getting anything to grow but we wonder if really a better expression would not be "green feet", because we consider this firming of the soil so important, and are opposed to the use of the hands, and much in favor of using the feet. Be firm with your plants when they are young, and they will grow into healthy, vigorous adults with character.

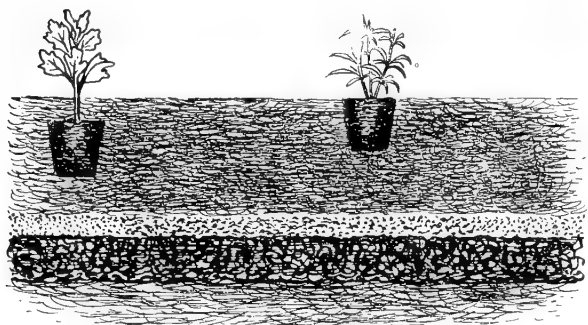


WE SHOW THE ABOVE PICTURE for emphasis on the fact that the soil should be pressed well after planting. This brings it into close contact with the roots, causing water to rise by capillary attraction. Thus the plants get a quick and vigorous start.

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Other plants that are supplied out of pots in the spring are: Carnations, Windflowers, Verbenas, Violets and Little Bo-Peep Rose.

In the case of Little Bo-Peep Rose, follow the same instructions as for Azaleamums, on page 10. That is, plant so that the top of the ball of earth is about one inch under the surface.



**THE PLANT AT THE LEFT** is an Azaleamum. Note that the ball of earth is about 1 inch under the soil's surface after planting. Other plants that are similarly planted are given in the text.

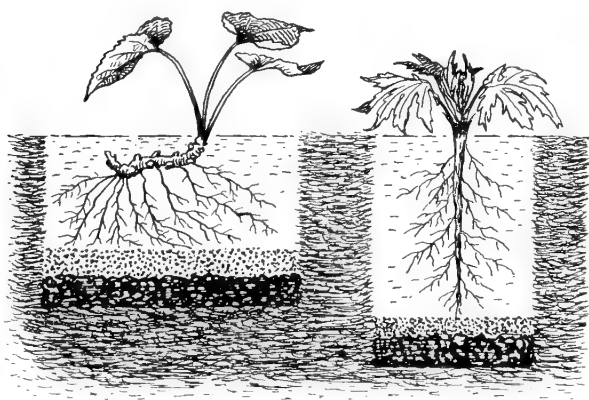
**THE PLANT AT THE RIGHT** is a Carnation, and the top of the ball of earth is just level with the soil's surface. See text for others.

In the case of Carnations, Windflowers, Verbenas and Violets, the top of the little ball of earth should be just about level with the soil's surface. And, again we emphasize: firm the soil well!

## Bare-Rooted Plants

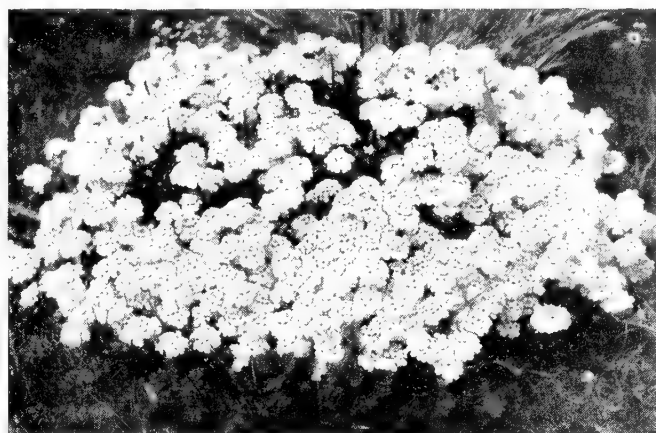
**M**OST plants are supplied with bare roots, and with these you should be sure to prepare the hole large enough so that the roots can be well spread in planting. As to planting depth, a good general rule is to plant about ¼ inch deeper than the plant grew in the nursery, so that when the soil settles after planting, it will be just about the right depth. Usually, it is easy to see where the soil level was in the nursery, due

(Continued on page 16)



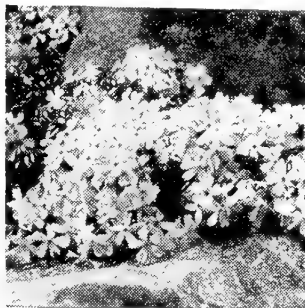
**THE PLANTS ABOVE ARE PROPERLY SET.** Depth of soil prepared is good, drainage is good, and—ROOTS ARE WELL SPREAD. These plants have an excellent chance to grow.

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**Iberis** (Spanish Evergreen.) This pretty flowering perennial remains evergreen all winter. Pink or white, choice. Blooms May-June 9 to 12 inches tall. Plant 12 inches apart; ordinary soil and moisture. **PRICES:** 1 for 35c; 2 for 62c; 3 for 87c; 4 for \$1.15; 6 for \$1.65.

## New Phlox Subulata



Try the **NEW** Pink Emerald, and Blue Emerald. You will love their beautiful green foliage. We also have a white, and all make a beautiful blanket of color during April and May. Foliage evergreen and mossy. Grows 4 to 6 in. high. Hardy. Plant 10 in. apart; ordinary soil; ordinary moisture. Choose pink, blue or white at: 1 for 35c; 2 for 62c; 3 for 87c; 4 for \$1.15; 6 for \$1.65.



## Spurge

(*Pachysandra terminalis*.) Dense, lustrous green. Trailing vine, 12 inches high. Thrives under evergreens, anywhere. Almost evergreen itself. For immediate effect, plant 8 to 10 inches apart; shade; any soil; water liberally; hardy. **PRICES:** 1 for 40c; 2 for 70c; 3 for \$1.00; 4 for \$1.30; 6 for \$1.90.

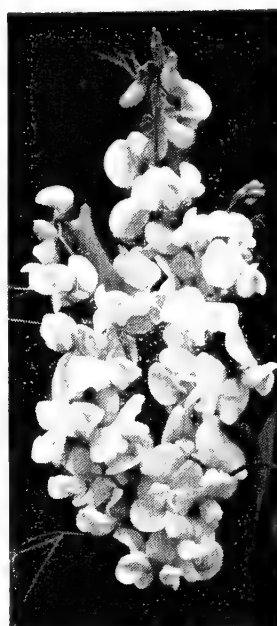
## Gaillardia Goblin

Brilliantly colored, and grows low like an Azaleamum. Flowers are red and yellow, each about 2½ inches across. Grows about 15 inches high. Blooms July to September. Plant 12 inches apart, well-drained soil, sun, ordinary moisture. **PRICES:** 1 for 45c; 2 for 80c; 3 for \$1.12; 4 for \$1.45.



## Perennial Pea

Bloom in June and July; climb any support. Hardy. Plant 2½ to 3 feet apart in ordinary non-acid soil (avoid peat moss); ordinary moisture; full sun. Colors: red, pink and white. State color. 1 for 30c; 2 for 53c; 3 for 75c; 4 for 97c; 6 for \$1.42.





# Bargains!

## 5 Beautiful Roses \$2.75



All high-grade, two-year plants, budded on Japanese multiflora roots. All healthy and vigorous. In fact, these are the same grade Roses you would get by ordering from pages 46-47, but we choose the varieties you will receive. Each will be a different variety and color, such as red, dark pink, light pink, white, yellow, two tone. Why not order 10 at least; and have a real Rose garden. You'll get full color range if you order 10. Varieties not labeled.

PRICES: 5 for \$2.75; 10 for \$5.43; 15 for \$7.99.

## 7 Brilliant Cannas \$1.00

Or, order fifteen and get them for \$2.00—less than 14c each. All are high-grade, healthy roots, that will produce good, tall-growing, healthy varieties, with the most brilliant of flowers, in a variety of blazing colors, such as red, yellow, pink and others.

PRICES: 7 for \$1.00; 15 for \$2.00; 20 for \$3.00.



## 3 Violets \$1.00

Fragrance and beauty, with beautiful foliage. We select the varieties for you from those shown on page 8, and the plants are just as high-grade as if you ordered from there by name. Probably at least one white will be included, and white is the most beautiful, though not as fragrant as the purples. This is a real bargain on Violets. Be sure to include it in your order, even if you do order by variety too.

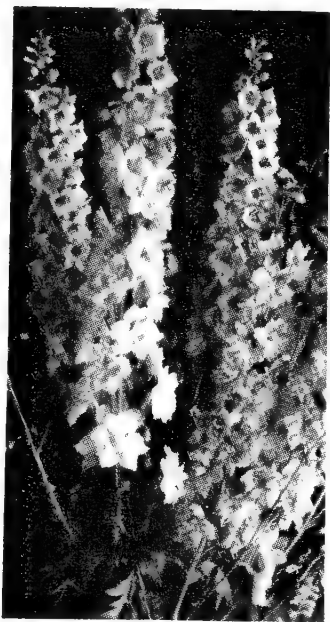
PRICES: 3 for \$1.00; 6 for \$1.90; 12 for \$3.70.



## Tall Growing Delphiniums 4 for \$1.00

There are no dwarfs in this group. All are fine, stately, tall and handsome varieties, in a mixture of colors, such as dark blue, light blue, deep purple, lavender, and "pink". Varieties such as Hollyhock strain, Wrexham hybrids and others of the high-grade, tall-growing sorts. Mixed colors only, no color choice.

PRICES: 4 for \$1.00; 8 for \$1.85; 12 for \$2.70.



## 4 Tall Stately Hollyhocks \$1.00

And now come Hollyhocks, one of our most charming garden flowers, and needed in every garden as a background plant. Order plenty of these, plant them in the back, and they will look most beautiful. Not necessarily double varieties, but good color range, such as pink, red and white. All strong, healthy plants. A rare bargain indeed.

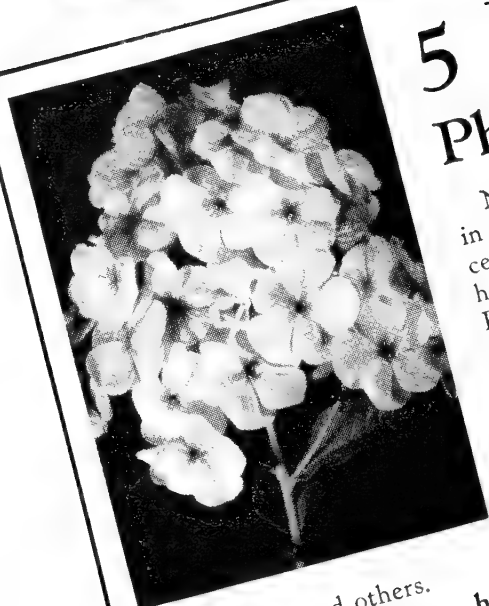
PRICES: 4 for \$1.00; 8 for \$1.85; 12 for \$2.70.



## 5 Beautiful Phlox \$1.00

Now here is a real bargain in Phlox. Just think, only 20 cents each for high-grade, healthy, beautiful-blooming Phlox plants. Indeed, these are the same grade plants that you would get if you ordered by variety from pages 4-5, but we choose the varieties and colors, and do not label the varieties. We give you a nice color range: pink, white, "blue", red and others.

PRICES: All strong, healthy, field-grown plants, 5 for \$1.00; 10 for \$1.95; 15 for \$2.90; 20 for \$3.85.



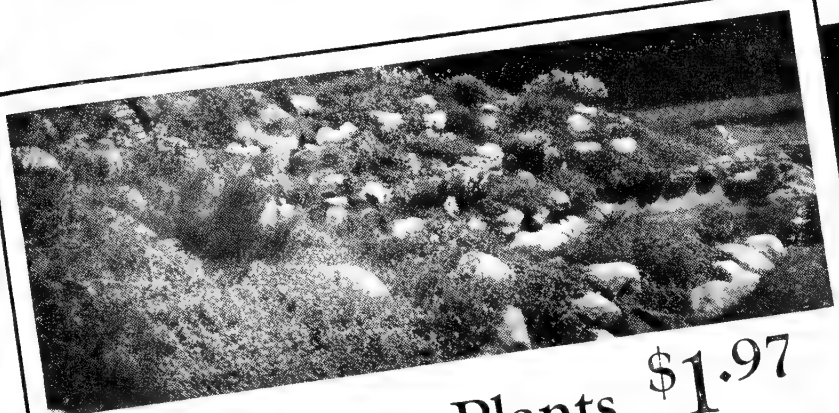
## 4 Large Flowering Mums \$1.20

Some people like spring, some like summer, but we like autumn best of all with its dashing colors in the trees, and in the garden too. You need Mums for your fall garden. These are all large-flowering varieties, in various colors such as pink, yellow, white and others. Colors our choice.

PRICES: 4 for \$1.20; 8 for \$2.33; 12 for \$3.45, pot-grown.



Money that sticks in your pocket is just as good as money earned. Take your wife (or hubby) to a nice dinner with the money you'll save on these two pages.



## 10 Rockery Plants \$1.97

Just a few stones well arranged, with a background—that's all you need for a rockery, and here are the plants to go in it—bargain plants. We can't say what they will be, as we select from our surpluses, but we'll give you better than your money's worth, and each plant different when ordered in five or tens.

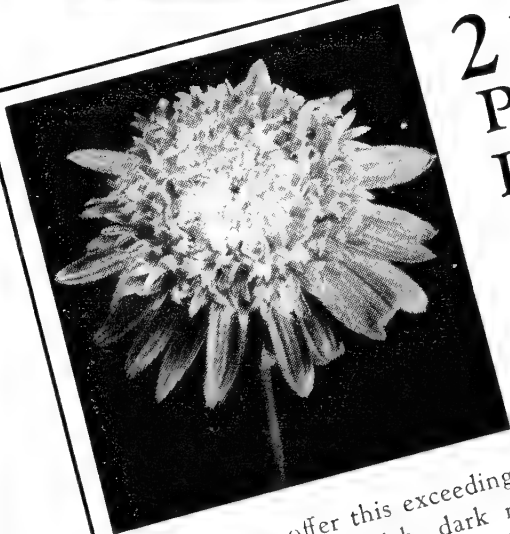
PRICES: 5 for \$1.00; 10 for \$1.97; 20—at least 10 different varieties—for \$3.85.



## 2 Wind-flowers \$.96

Dainty and winsome, and now offered at a real saving. Last year two would have cost you \$1.20, so see what you save. Bloom from September to November, in pink, white and red: you choose colors.

PRICES: 2 for 96c; 3 for \$1.37; 6 for \$2.60; strong pot-grown plants with ball of earth on roots.



## 2 Double Painted Daisies \$.87

Famous Buckeye

Now we offer this exceedingly beautiful variety of Double Painted Daisy in rich, dark red coloring at bargain prices. Note the beautiful form, and imagine it in beautiful burgundy wine coloring. Grows 24 to 30 inches high, spread about one foot, lots of flowers. PRICES: 50c each; 2 for 87c; 3 for \$1.25; 6 for \$2.38.

## Hardy Carnations 3 for \$1.00

Carnations are fine garden flowers, and fine for bouquets, even for corsages. Grow your own, right in your own garden. Order this group and save money. Colors are red, pink, white, yellow, and you get all colors if you order four or more.

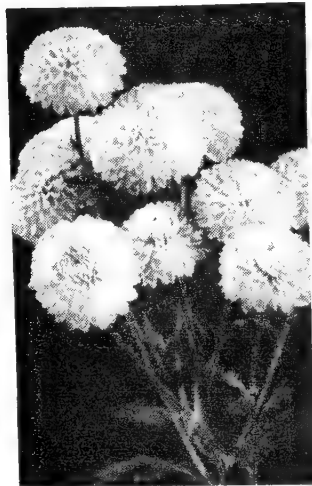
PRICES: 1 for 40c; 2 for 70c; 3 for \$1.00; 4 for \$1.30; 8 for \$2.50.



## 4 Pompon Mums \$1.00

Just think, Mums for only 25c—less if you order eight or twelve. And, they are all fine varieties, in a beautiful variety of colors, such as yellow, bronze, red, pink and white. These are the delightful fall-flowering pompon varieties.

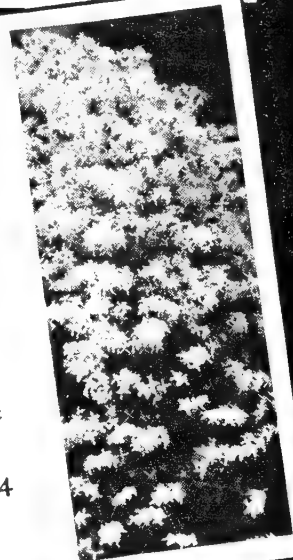
PRICES: Mixed colors, 4 for \$1.00; 8 for \$1.85; 12 for \$2.70.



## 2 Sweet Autumn Clematis \$.88

Would have cost you \$1.15 for two last year. You really save if you order now. A very graceful climber with myriads of minute white blooms, and a rare and delightful fragrance. Bloom during September. Planting distance eight feet.

PRICES: 1 for 50c; 2 for 88c; 4 for \$1.63.



## Day Lilies 4 for \$1.00

A cheap price for very high grade plants. Reason: we have way too many and want to clear our fields. Take advantage of our bad luck. Get a real money-saver. We'll send you a mixture of light yellow, dark yellow and orange. Strong, healthy.

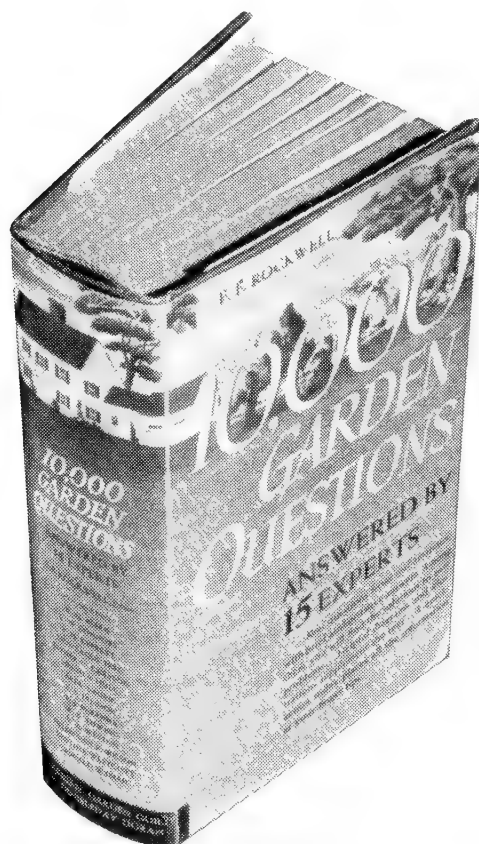
PRICES: 3 for 80c; 4 for \$1.00; 8 for \$1.40; 12 for \$2.60.





# Now..Get These Valuable Books For Only **HALF-PRICE**

We have a limited supply of the two fine books below on hand, which we are going to supply to our customers at only half price. If you send us an order amounting to \$7.00 or more, you are entitled to buy either book and remit only one-half of the regular price. If your order amounts to \$12.00 or more, you may order both at half price. Order now, while we have them.



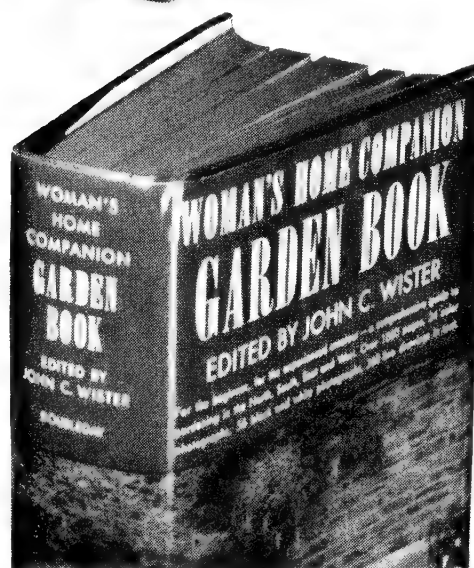
## 10,000 Garden Questions Answered

This is the book that really answers your garden questions. There are 1467 pages packed full of gardening information, in the convenient and handy question and answer form. The book is well indexed, so that it is easy for you to find the answers that you want. This catalog, "Kellogg's Famous Flowers," gives you the ground work for gardening, and "10,000 Garden Questions Answered" gives you the answers to any special questions you may have.

Price only \$1.97, if you send a \$7.00 order. (\$3.95 without an order.)

## The Woman's Home Companion Garden Book

The "Woman's Home Companion Garden Book" is a combined garden encyclopedia, and how-to-do book. Many prefer it to "10,000 Garden Questions Answered," because they like the story form of instruction better. It is well illustrated, the same as "10,000 Garden Questions Answered," and will be a valuable aid to you in your gardening. Price of the "Woman's Home Companion Garden Book" is \$4.95 regular, or only \$2.47 if you send us an order for nursery stock amounting to \$7.00 or more.

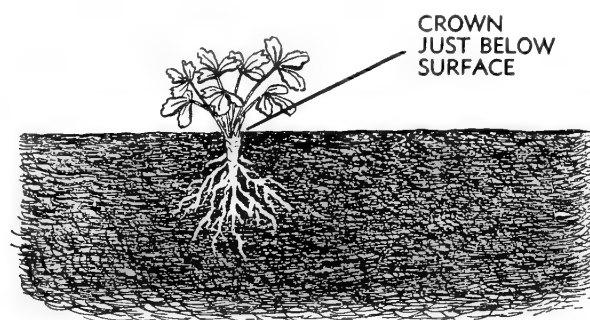


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In ordering books at half price, add 25c for postage and handling for each book. Books sent post-paid when full price is remitted.

## HOW TO GROW THEM

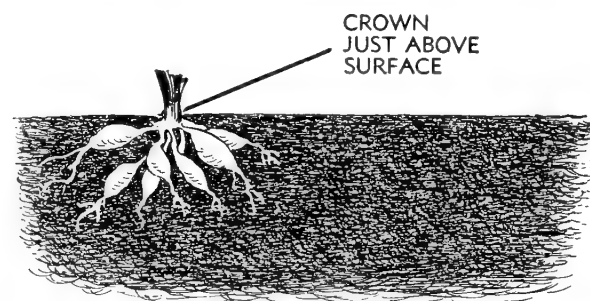
to the discoloration. There will be a definite mark, like that old familiar "ring around the bathtub".



ABOVE IS A PLANT PROPERLY SET, with the crown just below the soil's surface. Delphiniums, Trollius, Astilbes, Heliopsis, Shasta Daisies, Aquilegias, Hollyhocks, Hibiscus and Phlox should be so planted.

However, if you want more specific instructions, here's a list of plants which should be set very shallowly—the crown just barely under the surface of the soil. Do not put the crown more than one inch under: Delphiniums, Trollius, Shasta Daisies, Astilbes, Heliopsis, Aquilegias, Hollyhocks, Hibiscus and Phlox.

Spurge also should be planted very shallowly, but this is a different type plant than the others. The stolons should be layered horizontally under the surface.



THE PLANT ABOVE IS PROPERLY SET with crown just above the soil's surface. Plants that should be so set are: Gaillardias, Blue Bonnets, Primulas, Violets, if bare-rooted. Violas, Foxgloves, Canterbury Bells, Day Lilies and others.

The reason for this shallow planting, for all the flowers named above, is to keep the crowns from drying out. Should the crown be exposed, it would wither, and the plant would most likely die.

## Plant These with Crown Above

THERE are, however, some plants that should be planted with the crown a little above the soil. This is due to the fact that the sand, getting in the crown, would promote stem-rot, and other diseases of deterioration. Plant the following flowers with the crown slightly above the soil: Gaillardias,

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Blue Bonnets, Primula, Violets (if bare-rooted), Violas, Foxgloves, Canterbury Bells and Day Lilies.

## Time to Plant

**A** ZALEAMUMS and many other flowers can be planted either in the spring or fall, and it is largely a matter of preference as to which season suits you best. But, you are going to order yours for spring planting, because this is a spring book that you are reading, and so it is not necessary to go into further detail.

There is one warning about Azaleamums and other potted plants—do not plant them too early. Being out of pots, from the greenhouse, they are somewhat tender, and their tops cannot withstand the frost and night freezes that are likely to occur with early planting. In the North, such states as Indiana, Ohio, Illinois and Michigan, usually the early part of May is good planting time, but it can be done earlier in the South.

If plants should arrive too early for planting, due to unforeseen fluctuations in the weather, it is not difficult to keep them until the weather becomes right. Keep the soil around the roots moist. Dip the ball of earth momentarily in water, and note that word “momentarily”. Two or three seconds under water is enough. A longer time may dissolve the ball of earth, and then you will have a bare-rooted plant to set. Actually, it would be a good thing to dip the ball of earth briefly in water this way, just before planting, in any event.

## Protecting from Unseasonable Frost

**S**OMETIMES, even when potted plants are planted at the proper time, an unseasonably late frost will occur, and then it is a good thing to protect the plants. With the smaller plants, a fruit jar or tin can will do, but some prefer to use newspaper weighted down at the corners, or boxes, either cardboard or wood. And, of course, there are the patented special caps for protecting plants which can probably be purchased at a local store which handles gardening supplies, such as a hardware store.

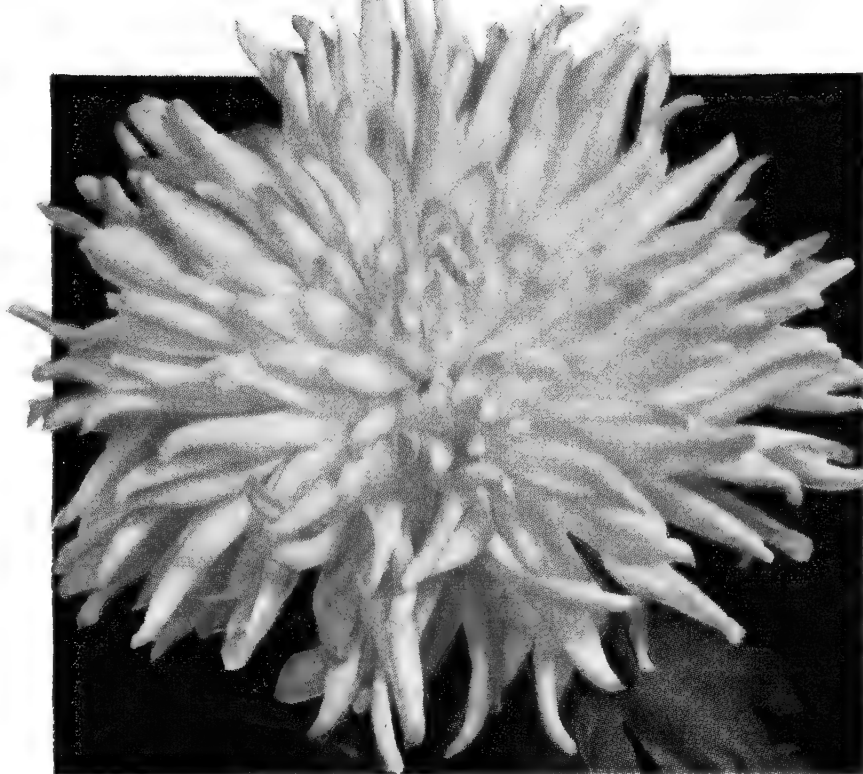
But, if such a frost should occur unexpectedly, so that you do not protect the plants, it is not at all likely that anything but the tops would be killed, and then you can expect new growth from the roots. It is true that this would set the plants back even though it would not kill them.

## Shipping Time

**W**E here at Kellogg's try to ship at your proper time for planting, and we usually succeed very well. It is only in the case of unseasonable weather that you will have

(Continued on page 19)

THREE RIVERS, MICH.



## New Touslehead Type Mum Lavender Cactus

PLANT PATENT APPLIED FOR

If this new Touslehead-type Mum, Lavender Cactus, isn't the biggest, the most beautiful and the most satisfactory outdoor Mum yet originated, at least it will do until something better comes along—and that isn't likely to happen soon. Touslehead Lavender Cactus is far ahead of anything else that can now be had. The flowers are huge, as much as four to five inches across, and can be made larger by disbudding. The color is about as shown on the front cover of this book, but some flowers are almost pure light pink, while others are a deep orchid color, depending on the age of the flower, quality of the soil and nature of the blooming season. Many blooms are produced, often the entire top of the plant being covered. Foliage is a deep, glossy green, and is broad-leaved, unlike most other outdoor Mums.

Touslehead Lavender Cactus was produced by crossing the beautiful hothouse varieties with the earlier, hardier, outdoor kinds. It took its earliness and hardiness, which make it suitable for outdoors, from the outdoor sorts, and its beauty and size from the greenhouse types. Actually it is a greenhouse-type Mum which has moved into the open.

Be sure to order Touslehead Lavender Cactus for your garden. It will grow anywhere other Mums will; fertile, well-drained garden soil. Protect it well for the winter.

This is our first listing of Touslehead Lavender Cactus, and the supply is limited, so order yours early. You will amaze your friends with its beauty. It will make your garden the exclamation point of your neighborhood.

**PRICES:** Pot-grown plants with ball of earth on roots, 1 for \$1.00; 2 for \$1.75; 3 for \$2.50; 4 for \$3.25; 6 for \$4.75; 12 for \$9.00.

*Money Saver!*  
See pages  
18 and 19

2 Lavender Cactus	\$1.75	All 8 for the special price of
2 Sweet Mystery	1.14	
2 Yellow Fellow	1.14	
2 Betty Lou	1.14	
Total Value	\$5.17	\$4.25





Sweet Mystery



Yellow Fellow

# Out with the Old — In with

Let's not bother with the older varieties of Mums, when there are new ones that are far, far better. Let's keep our garden in style, especially when the new styles are so much better than the old. Let's go in for large size, combined with beauty and charm. Let's go in for health and vigor, too, and a trouble-free garden. All the seven Mums that we offer here are new. None of the "old favorites" are included, because now the "old favorites" are far out-moded. Yes,

## Sweet Mystery

(Above.) You will love this irresistible charmer. The picture shows it almost white, but really there is an extremely delicate pink throughout the flower, so elusive it can hardly be seen, and yet there. The mystery is how the pink can be there so beautifully, and yet so delicately. It's truly a story-book flower.

Blooms get to be three to four inches across, and there are lots of them. Moderately tall growing. Vigorous, healthy. Mulch it for winter protection. Disbud, if you prefer large flowers, rather than quantity. **Prices below.**

## Evening Sun

Shucks! How are we going to describe a beautiful thing like this? You'll have to order it and see for yourself. Pretty varying shades of peachy pink, and other delicate hues we can't describe. Quite exquisite! Flowers 1½ to 2 inches across. **Prices below.**

## Pinky

This one has sweetness—delicate shades of pink, and faint flashes of white, then a winsome yellow center that peeks shyly out at you. Blooms nearly three inches across. **Prices below.**

## Yellow Fellow

(Above.) He's big, he's bright, and very bold, like yellow silk or flashing gold, and he'll put a great big flash of rich butter-like color in your garden. Wonderful cut flowers. Heads full and well formed, nearly 3 inches across, and can be made larger by disbudding. Moderately tall growing, vigorous and healthy. Will produce an abundance of flowers, any one of which will be worth the price you pay per plant. **Prices below.**

## Rose Marie

This is the one you'll adore. Its color is a delicate and appealing shade of orchid, and its form is nearly perfect. About 1½ to 2 inches across. **Prices below.**

## Firefly

Only Nature knows how to produce a color like this. A red like sparkling wine, yet more lively and more beautiful. Blooms 1½ to 2 inches across. Well formed. **Prices below.**

**Prices: 1 for 65c; 2 for \$1.14; 3 for \$1.62; 4 for \$2.11; 6 for \$3.08; 7 for \$3.56**



Betty Lou

# the New Mums!

they were considered beautiful in their day, but here we have greater beauty for you. Here are shown three of the new ones, and four others are described. Order the bargain below, and try them all.

## Betty Lou

(Above.) Here's a bit of beauty for you right from Fairyland. Nothing really true could be so beautiful—or so it seems, at least! Color is pretty white—yes, very pretty—delicately tinged with pink near the center, which spreads blushing toward the ends of the petals, to produce a charming out-of-this-world beauty. Vigorous and healthy, moderately tall growing. Mulch for winter protection, and Betty Lou will come through. **Prices below left.**

## Lucky Seven Special

Try all of these new Mums in your garden and see how charming they are. We'll send you one of each, value \$4.55, for the special price of only \$3.35.

1 Sweet Mystery .....	\$0.65
1 Rose Marie .....	.65
1 Yellow Fellow .....	.65
1 Evening Sun .....	.65
1 Pinky .....	.65
1 Firefly .....	.65
1 Betty Lou .....	.65

Total Value \$4.55

All 7 for  
\$3.53

See Index  
on page  
40

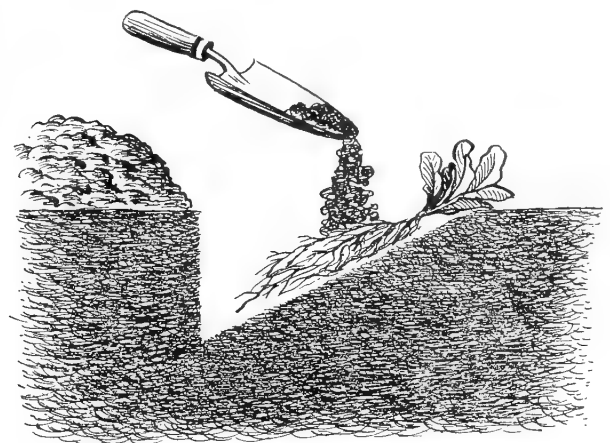
## HOW TO GROW THEM

to protect your plants as above indicated.

Correct shipping time normally covers a period of four or five weeks.

If Azaleamum and other potted plants arrive with the tops broken, do not worry, as they will grow anyway. The roots are the important part of the plant.

If bare-rooted plants should arrive before you are ready to plant, simply open the package and expose the tops, but leave the moss on the roots. If the moss on the roots is dry, you may water it a little, but be careful not to wet the foliage and crowns. Too much moisture on the foliage and crowns may cause rotting, if you have to keep the plants any length of time. In any event, keep them in a cool, dark place.



Heeling In

**THE TRENCH ABOVE IS PROPERLY DUG** for heeling-in. Don't forget to firm the soil well, then give it a thorough soaking.

But, the best thing to do, if you have to keep the plants for some time, is to heel them in. Select a good spot in your garden or near the house, well protected from sun and wind; then dig a V-shaped trench and "layer" the plants along the sides of the trench with the crowns just even with the surface. Now, fill in with earth, and tramp it down well. Press it down solidly with the feet, then scatter a little loose dirt on top, or cover the soil with burlap, or some other material such as straw. The plants will keep for days and even weeks this way and often will even be in better condition for transplanting than if planted directly from the package.

Heeling in is particularly beneficial should plants arrive dry or otherwise in poor condition. It can be used as a reviving process for such plants.

## Planting Arrangements

WITH so many different kinds of flowers being offered, it would be impossible for us to give much advice regarding planting arrangements. Actually, this is a matter

(Continued on page 26)

R. M. KELLOGG COMPANY  
Three Rivers, Mich.





PROPAGATION RIGHTS RESERVED

# These are the Brand New One-in-a-Thousand Varieties

Just imagine a field of thousands of beautiful Mums, a glorious riot of color, and then imagine going through this field and throwing out beauty after beauty. That's just what we do in selecting new Azaleamums for you.

But finally, we come to one that stops us, and it will show all the wanted characteristics: beautiful color, beautiful form, prolificacy, healthful foliage, strong foliage and long blooming. Here we put a stake, and eventually there will be one stake for about every thousand varieties. These staked varieties are then tested for several years, and in the end one or two of an original five or six staked varieties will survive. That's why we call them "One-In-A-Thousand" varieties. Yes, for beauty, vigor, charm, every Kellogg Azaleamum is truly "One-In-A-Thousand." You have the best when you order them.

These are not mere accidental seedlings. It is true that very occasionally a new variety of merit is found accidentally, but, here at Kellogg's we are impatient of such things, and so we help Nature by producing each year thousands of new varieties by hand. It's a slow and laborious process, and only a very few varieties meet our high standards, but once you have seen these new creations in your garden, you will see that it is well worth your while.

*Money Saver!*

Try all three at a bargain price.

2 Snow White .....	\$2.20
2 Pink Dream .....	2.20
2 Sweetheart .....	2.20

\$6.60

Special Price ..... **\$5.65**

One each only ..... \$2.97

## R. M. Kellogg Company, Three Rivers, Mich.

# Newest of the New Azaleamums

TRADE MARK  
REGISTERED  
U. S. PATENT  
OFFICE

Here are three mere "children" that will please you mightily. We say they are mere "children", because the oldest of the three is only two years old. Pink Dream was introduced to a very few customers in the spring of 1948, Snow White in '49, and now here comes "Sweetheart" as the youngest of the three. This is the first time Sweetheart has been offered.

## Azaleamum Snow White

(Left.) We have never seen a white flower so beautiful in its whiteness as Snow White Azaleamum. And, with its hundreds of blooms on one plant, it surely makes a beautiful and glittering display in your garden. Further, Snow White's blooms are larger than other Azaleamums. They are beautiful for cutting, and can be made into dazzling corsages.

Like Pink Dream, Snow White cannot be satisfactorily produced in printing. First, no paper is white enough to show its purity, and second, it is simply impossible to show the delicate reflected shades that you will see in Snow White Azaleamum in your garden. You will have to have it to appreciate it. **Prices below right.**

## Azaleamum Pink Dream

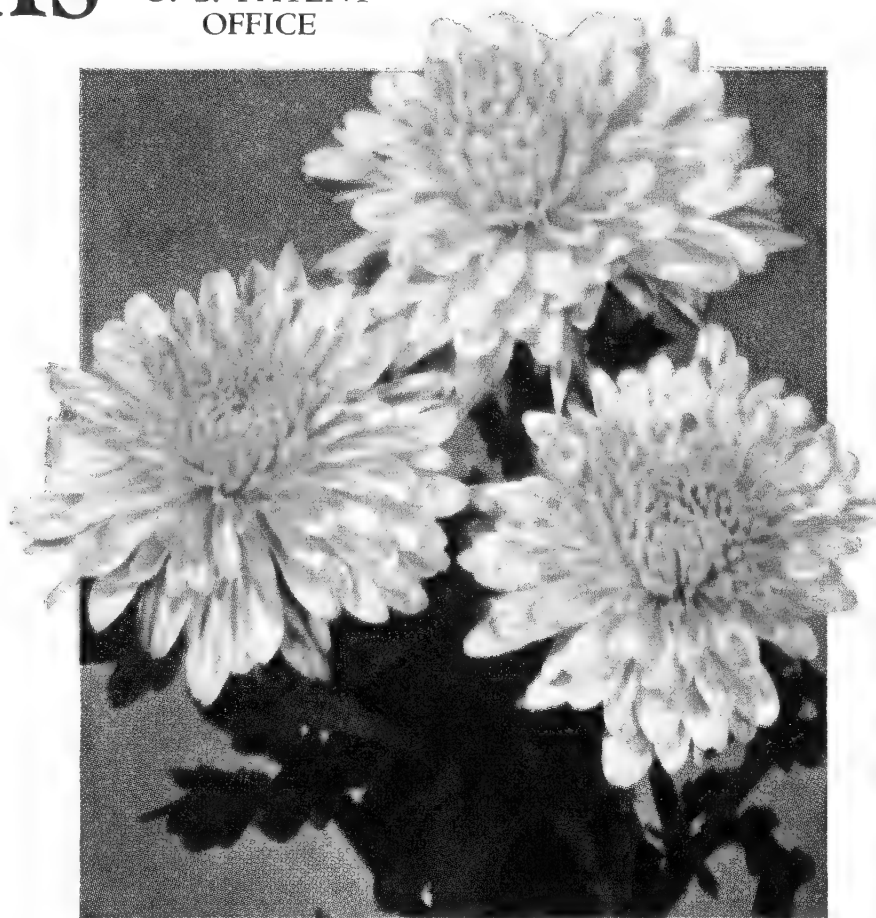
Pink Dream is one of those irresistible eye-stoppers that will attract the most favorable attention to your garden. No other flower will compare with it in beauty or coloring—and with its big quantity of blooms, it will bring exclamations of wonder and delight from everyone. Really, we have extreme difficulty in describing and picturing Pink Dream. Its coloring is so exceedingly beautiful that no existing process of printing can do it justice.

We can only urge you to order it, and see for yourself. You will be more than satisfied. Like other Azaleamums, it produces hundreds of flowers. It is hardy, and long-blooming; early August until late frost. **Prices below, right.**

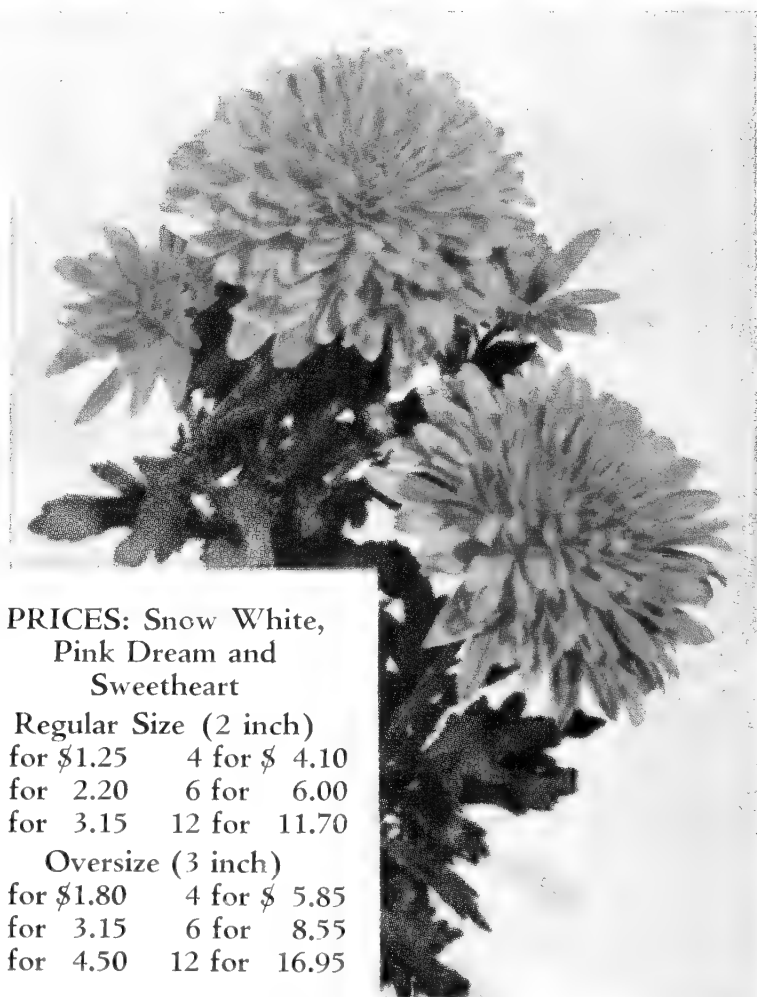
## Azaleamum Sweetheart

Had trouble naming this one—hard to think of a good name. And then someone said, "It's a Sweetheart", and the name stuck. So, why not have a Sweetheart in your garden?

Sweetheart Azaleamum, like all others, produces hundreds of beautiful blooms, that completely cover the plant; top, sides, and all around. Color: charming winey pink. There, that tells you a little, but when it comes to telling you all, we **give up!** You will just have to order a few Sweethearts and see them in bloom. Chances are that Sweetheart will be your favorite. **Prices right.**



Pink Dream (Plant Patent No. 865)



PRICES: Snow White,  
Pink Dream and  
Sweetheart

Regular Size (2 inch)

1 for \$1.25	4 for \$ 4.10
2 for 2.20	6 for 6.00
3 for 3.15	12 for 11.70

Oversize (3 inch)

1 for \$1.80	4 for \$ 5.85
2 for 3.15	6 for 8.55
3 for 4.50	12 for 16.95

Sweetheart

PROPAGATION RIGHTS RESERVED



**IMPORTANT:** The word Azaleamum is our registered trademark and must not be used by any other firm or individual, except to identify Azaleamum plants produced by the R. M. KELLOGG CO., or its duly authorized licensees.

**600** Blooms or More Per Plant

*Here's a magic tale—a fairy story,  
A gardener's dream of crowning glory—*

Trade Mark—See Above

# Front Line Azaleamums

These Azaleamums, while lower in price than those on pages 19 and 20, are just as beautiful. The only difference is that they have been out longer, hence we can sell them at a lower price. The

colors are all different from those shown on pages 20 and 21, so you can order from either pair of pages, and have a variety of colors, none the same. These, too, are "One-In-A-Thousand" varieties.

## PRICES

See pages 24-25 for details re. oversize plants.

## A Big Plant with Hundreds of Flowers

### Special

Two each of the four varieties as indicated below—enough for good trial and a striking display.

2 Papoose .....\$1.75  
2 Princess ..... 1.75  
2 Nugget ..... 1.75  
2 Honey Chile ..... 1.75

Total Value .....\$7.00

**SPECIAL PRICE ..... 5.95**

(If you want oversize plants, remit \$8.95.)

How large? How many flowers? Some varieties grow 1½ to 2 feet across, others 2 to 3 feet and often they attain 4 feet second year. Hundreds of blooms are produced **at one time** on a single plant; often 500 to 1000 (best record slightly over 2000). Flowers 1½ to 2½ inches across, depending on the variety. All give a huge overflow of color and beauty.

**Papoose** (Above.) Red! Rich, wine-red—at last here is the sparkling red Azaleamum you have been wanting. Now your late summer gardens can be brilliant. The whole plant provides a dashing flash of color that will brighten up those last summer days, and on into late fall. Grows 12 to 14 inches tall, spreads 15 to 18 inches. **Prices, right.**

### Regular Size (2-inch)

1 for \$1.00  
2 for 1.75  
3 for 2.50  
4 for 3.25  
6 for 4.75  
12 for 9.25

All  
Plants  
Pot-  
Grown

### Oversize (3-inch)

1 for \$1.45  
2 for 2.55  
3 for 3.65  
4 for 4.75  
6 for 6.95  
12 for 13.55

All  
Plants  
Pot-  
Grown



## Princess

Plant Patent  
No. 711

I think I see a gleaming jewel,  
Or am I maybe dreaming?

It beams and glows with many hues,  
A fairy princess seeming. ©

Picture only gives an idea of the coloring: can't show the brilliance. Rose, orchid, pink, orange, apricot and yellow all blend together and succeed each other in an astonishing display of glory. A rich confusion of shades all on the one plant. Prices at left, below.

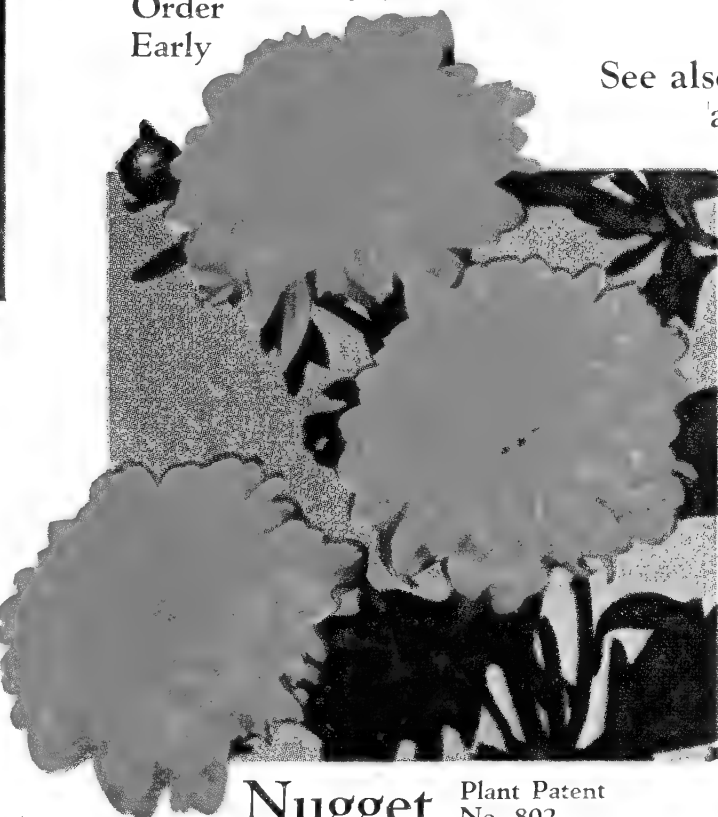
—oOo—

Order  
Early

See also the NEW Pink Dream, Snow White,  
and Sweetheart, pages 20 and 21

### Shipping Time for Oversize Plants

It takes more time to produce oversize plants than the regular size, therefore we do not usually start shipping them until about the first of April. April, however, is ideal planting time for Azalea mums in the middle states, May in the north. For best results Azalea mums should not be planted too early.



## Nugget

Plant Patent  
No. 802

Named Nugget because of its golden glitter. Will really add brilliance to your garden—and we mean **BRILLIANCE!** The yellow of Nugget is bright, clear, and glorious. In fact, we doubt if we have ever seen a yellow that was more beautiful; lasting beauty for your low borders. You will love it among the darker flowers of your garden. Prices at left.



## Honey Chile

Plant Patent  
No. 871

I think that I shall never see  
A pink that gleams so prettily.

We wish we could really show you that Pink that gleams so prettily, but since we can't here's an idea: You order, and let your friends admire. Honey Chile is brand new, and with it you'll have an envy-spot in your garden. You do want your friends to envy you, don't you? Prices at left.



# Azaleamum

I never thought so many flowers  
 Could bloom in one small garden spot,  
 I think that I could talk for hours  
 Yet never tell the charm they've got;  
 Their dainty hues, and varied sheens,  
 The way they seem to glow;  
 You'll have to have your own, I guess,  
 And then you'll really know. ©

Azaleamum Summer Sunset (Plant Patent No. 561)

*Money Saver!*

Save an even dollar here in the best bargain we've offered in years.

2 Summer Sunset \$1.75  
 2 Carnation Rose 1.75  
 2 Summer Gold 1.75

**SPECIAL PRICES**  
 Regular Size Plants

**\$4.25**

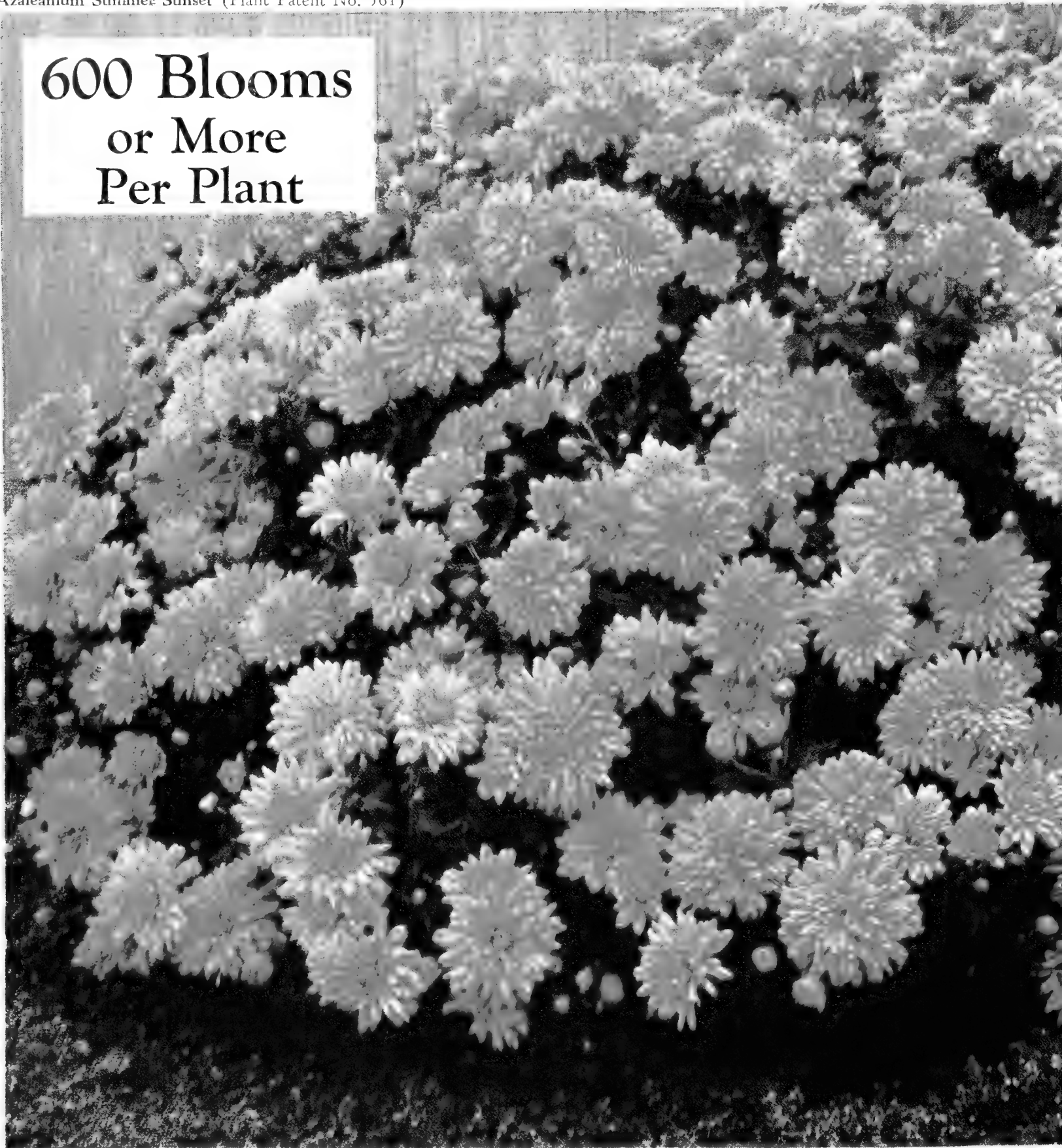
Total Value \$5.25

## Oversize Money-Saver

Same as above, but oversize plants are supplied. Total value \$7.65.

**SPECIAL PRICE \$6.25**

**600 Blooms  
 or More  
 Per Plant**



# Carnation Rose . . . . .

Here's the newest of the larger Azaleamums, lovely Carnation-type flowers, soft rose color, hardy—vigorous, 600 or more blooms to a plant. Grows 2 to 3 feet across the first year with blooms about 1½ inches in width. Like other Azaleamums, Carnation Rose starts blooming in July or August and continues until a severe frost. **PRICES:** Below.

**Cultural Note:** Plant all Azaleamums 2½ to 3 feet apart; any well-drained soil; moderate moisture requirements; sun or part shade.

Azaleamum  
Carnation Rose  
(Plant Patent  
No. 660)

**Important:** The word Azaleamum is our registered trade-mark and must not be used by any other firm or individual, except to identify Azaleamum plants produced by the **R. M. KELLOGG CO.**, or its duly authorized licensees.

**Important!** Azaleamums belong to the Chrysanthemum family but have a peculiar habit of growth similar to that of Azaleas, hence are trade-marked Azaleamums. They are not related to Azaleas.

## Summer Sunset]

Picture of  
Summer Sunset  
at left.

Azaleamum Summer Sunset has all the good points of the older varieties plus sturdiness, amazing color harmonies, and large flowers. The constant varying colors: apricot, orange, golden yellow and orchid provide a never-ending surprise throughout the season. Blooms by first of August or earlier, depending upon season. **PRICES** below.

### PRICES

Now we offer Azaleamum plants in two sizes—**regular and oversize**. All plants out of pots—shipped with ball of earth on roots. Further information at left, in picture.

#### REGULAR SIZE (2-inch)

1 for \$1.00  
2 for 1.75  
3 for 2.50  
6 for 4.75  
9 for 7.00  
12 for 9.25

#### OVERSIZE (3-inch)

1 for \$1.45  
2 for 2.55  
3 for 3.65  
6 for 6.95  
9 for 10.25  
12 for 13.55

## Summer Gold

ORDER  
EARLY

For you who like rich glowing yellow. Flowers large; can be cut for bouquets; you will hardly miss them from the plants, there are so many—a deluge of golden loveliness. Plant this spring for a splendid display next fall. Taller than the others. **Prices:** Above.

(Plant  
Patent  
No. 598)

### Two Plant Sizes

Now you buy these Azaleamums either in standard size plants, or oversize plants at only 50% more, though actually—by bulk—they are about 3 times as large. Either will grow to a full-sized blooming plant as shown here, by fall; but the oversize plants will establish themselves more quickly in your garden.





# Carnation Bargains

These brilliant beauties are now offered at reduced prices, to fill your garden without emptying your pocketbook.

## Dazzler

Rich, enticing clovelike fragrance—crimson of almost unbelievable brilliance. Dazzler starts blooming 8 to 10 weeks after planting and continues until frost—and, each plant has 30 to 40 blooms open at a time! Goodness knows how many in a whole season—but there must be hundreds! Grows 15 to 20 inches high. Hardy. Will stand sub-zero winters and come up the next year flashing with red that almost glitters. **PRICES:** 1 for 60c; 2 for \$1.05; 3 for \$1.50; 4 for \$1.95; 6 for \$2.85.



## Dianthus Rose Unique

If you like a spicy, enticing and haunting fragrance, plant Dianthus Rose Unique. Its delightful odor and beauty will act as a stimulating bracer. Pretty pink as shown, healthy, vigorous and hardy. Each plant produces dozens of blooms from early summer until late fall. Grows 15 inches tall. **PRICES:** Pot-grown plants, 1 for 60c; 2 for \$1.05; 3 for \$1.50; 4 for \$1.95; 6 for \$2.85.



## American Beauty

First come first served! We always sell out of American Beauty, so order early. American Beauty has beauty, fragrance and color. Flowers large (2 to 2½ inches across), excellent everbloomer; starts about 8 weeks after planting and continues until frost. **PRICES:** Pot-grown plants, 1 for 75c; 2 for \$1.31; 3 for \$1.87; 4 for \$2.43; 6 for \$3.55.

### Cultural Note:

Avoid peat moss and other acidifiers for Carnations. Plant in good soil, sun. Water well.

### HOW TO GROW THEM

of taste with most gardeners, though some prefer to plant according to a pre-arranged plan. Our advice is, if you really want to have fun out of gardening, do the planning yourself, as well as the planting. You may have a little clash of colors here and there, but that can be corrected another year, and at least you have had the pleasure of working the thing out yourself. Let your garden reflect your personality, not someone else's. What good is a hobby, if you let someone else work it for you?

Azaleamums are so popular, however, that we will give a few hints about them here.

Most people like Azaleamums as "specimens". That is, they like to set the plants far enough from other plants so that they will make a nicely formed, prize-winning display. If that is what you want, a plant such as we show in the pictures, then plant well away from other plants.

Others like to plant in beds, with the plants close together, getting a closely packed "blanket" of flowers. For this effect, the Azaleamums should be set 12 to 15 inches apart, and of course, more are required than for specimen planting.

Others like them in borders, with the plants spaced rather closely together, to give a solid blanket of color. If in borders, most people like varieties all of one color, but as to color harmony, again, our best advice is to plant to suit yourself, as you are having a garden for your own enjoyment.

## Cultivation and Hoeing

**A** ZALEAMUMS do not require much cultivation, but hoeing can be done for a period of about six weeks after planting. Later than that, it should not be done, for by that time, it is quite likely that the stolons are forming underneath the soil and are close to the surface, where they would be cut by your hoe. Then, your hopes for a beautiful Azaleamum plant would be ruined.

Violets and Spurge should be handled as above, but most other flowers can be cultivated for a somewhat longer period.

After you have quit hoeing, all you need do is to pull weeds.

## Summer Mulching--Yes or No?

**M**ANY of you may try to replace hoeing with summer mulching, but if you must summer mulch, do it with extreme care. The mulching should be very thin, thin enough so that you can see the soil through the mulch, otherwise the plant may have difficulty in getting through, and may bleach and die. It is good, if done right, but it is easy to overdo. Really, it is best not to summer-mulch until after the plants are up and growing.

(Continued on page 28)



**Maiden Blush.** (Above.) The Camellia-type Carnation.



**Frosty.** (Right.) Cool and serene looking.

**\$1.00  
Value  
or more,  
FREE!  
Your  
choice  
of plants.  
See page 9.**

## These Are ... The New Ones

There are two ways to get new flowers. The first is to just wait, and **maybe** after many, many years, a seed will take root accidentally, and a good variety will result. The second way is to cross by hand, using varieties for parents that have the characteristics we want. That's what we do at Kellogg's and here are the results so far.

### Maiden Blush (Plant Patent Applied For)

This is the famous new Carnation with Camellia-type blooms. Color: beautiful, clear pink, that shades and fades from light to dark and almost white with a fascinating blushing effect. Produces an abundance of blooms; 30 to 40 open on a plant at one time. Will give you hundreds, if properly picked. Fragrance mild and sweet. Healthy, vigorous, upright, hardy. 1 for 85c; 2 for \$1.50; 3 for \$2.15; 4 for \$2.80; 6 for \$4.10.

### Frosty (Above.) Brand new hardy ever-blooming. 18 to 20 large flowers per plant. Beautiful blooms all summer long. A winner.

What are the colors I like best?  
I think I like them every one,  
But some of course there really are,  
A little better than the rest.  
There's blue—sky-blue and other blues,  
And yellow—many varied hues,  
And green, and red, and autumn brown,  
And others, yes, of great renown;  
But after all is said for those  
(I'm sure you'll say I'm wholly right)  
There's one that beats them all by far,  
And that is snow-pure, frosty white. ©

#### FROSTY PRICES

1 for	\$0.65
2 for	1.15
3 for	1.62
4 for	2.10
6 for	3.10
12 for	5.99
Plants out of 2-inch pots.	

*Money  
Saver!*

3 Maiden Blush	\$2.15
3 Frosty	1.62
Total Value	\$3.77
Money-Saving Prices, 6 for	

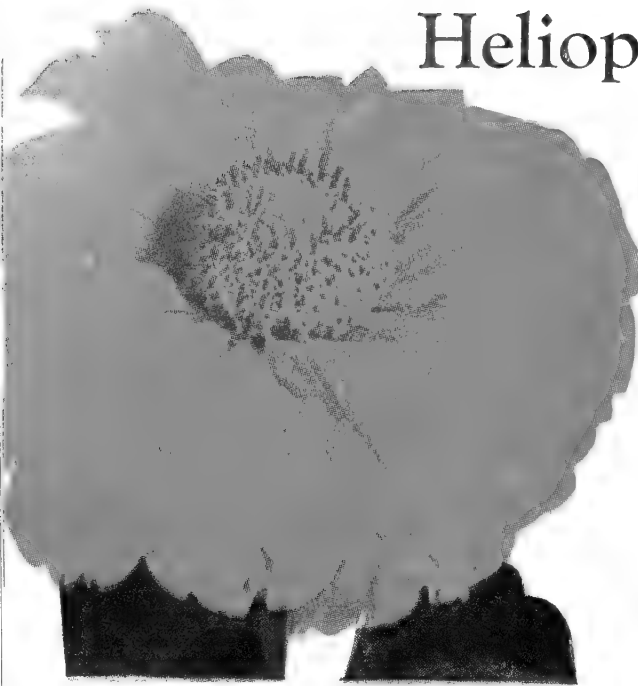
**\$2.95**

**R. M. Kellogg Company, Three Rivers, Mich.**



# Heliopsis, Apollo

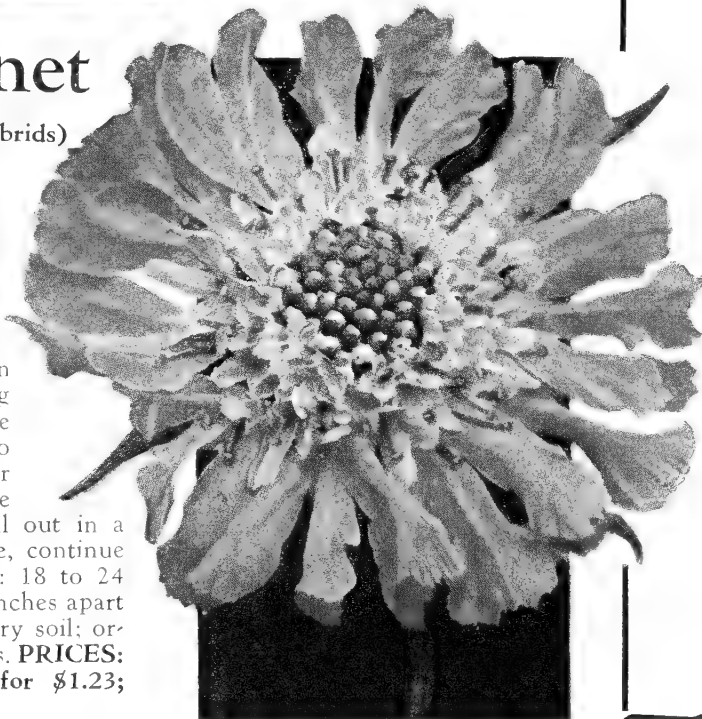
As brilliant as an oriole, Apollo will really enrich your garden. Blooms from August 1st or earlier to frost. Foliage dark green, robust and healthy. Hardy. Grows 20 to 24 inches high. If your order for Apollo reaches us too late, we'll apologize—but you can't plant your garden with apologies. The best thing to do is to order this gleaming flower early. 1 for 60c; 2 for \$1.05; 3 for \$1.50; 4 for \$1.95; 6 for \$2.85.



## Blue Bonnet

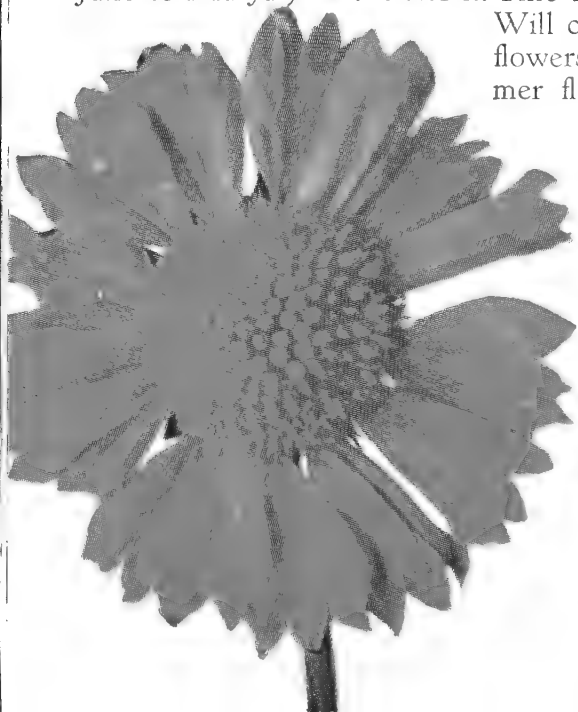
(Scabiosa, Isaac House Hybrids)

There are two kinds of blues; the happy blues and the unhappy blues, and any blues you can get into your garden are the happy kinds. Blue is only too rare a color among flowers. Blue Bonnet will give your garden the happy blues. Its coloring is soft and lovely, and we won't blame you a bit if so many of you make a rush for the plants of this Isaac House "Blue Bonnet", that we sell out in a jiffy. Start blooming in June, continue until September. Tall stems: 18 to 24 inches high. Plant 12 to 15 inches apart in sun or part shade; ordinary soil; ordinary moisture requirements. **PRICES:** Field-grown, 70c each; 2 for \$1.23; 3 for \$1.75; 4 for \$2.30.



## Gaillardia Sun God

This yellow Gaillardia will be one of the bright spots in your garden. The rich golden yellow flowers are immense. Grow tall and erect—about 24 inches high. Lots of blooms over a long time—mid-June to mid-July in the north. Fine for cutting, fine in the garden. Will continue to bloom until frost if flowers are cut, making it an all-summer flower. Hardy. **PRICES:** 1 for 70c; 2 for \$1.23; 3 for \$1.75; 4 for \$2.28; 6 for \$3.33.



*Money Saver!*

2 Heliopsis	
Apollo	\$1.05
2 Blue Bonnet	1.23
2 Sun God	1.23
Total Value	\$3.51
All 6	\$2.75
for only	

### HOW TO GROW THEM

We are against the use of peat moss for a top-of-the-ground mulch, excepting as noted below, as it draws moisture from the soil when used on the top, and prevents its use by the plants.

A peat moss mulch will definitely benefit Violets and Bleeding Hearts. For others, better leave the peat moss mulch alone unless it is kept continually moist.

### Diseases

**ORDINARILY**, the best way to control diseases is to keep your garden clean. We would like to emphasize that. You are nine steps out of ten toward a disease-free garden if you keep it free of weeds, and will have very little to worry about.

For a period of a very few weeks after planting, you can hoe and cultivate as advised earlier, but after you have stopped hoeing, then the only thing you can do is to pull the weeds.

But if you do good work early in the season, keeping weeds down, you will not have much trouble later. Weeds are inclined to germinate early; when they are destroyed early, you will have only stragglers to cope with later.

**H**OWEVER, we will treat diseases in general. There are three classes of diseases that may appear in your garden, as follows:

(1). **FUNGUS DISEASES.** These usually show themselves by the appearance of brown spots or other discoloration of the foliage, leaf spot being the most common.

The usual treatment for fungus diseases



is Bordeaux mixture, and this is now very easy to apply as it can be bought ready-mixed at drug stores. Directions are given on the package for using the particular mixture that you buy.

There are a lot of other good sprays and treatments on the market, such as lime-sulphur, and all have directions on the package for their use. So much gardening is being done nowadays, that your local druggist will have a demand for spray materials, and will be able to recommend a good one for you.

Mildew is another fungus disease, and it is easily recognized by its mildewed effect.

(2). **CHEWING INSECTS.** These are easily recognized by the fact that they eat the foliage, sometimes the stems and flowers. DDT is the latest spray for chewing insects, and is very effective. There are a number of brands on the market, and again your druggist can be called upon for advice, and instructions will be given on the package.

The older sprays for chewing insects are arsenate of lead and calcium arsenate.

(3). **SUCKING INSECTS.** Aphids, or plant lice, are the best example of these. The red spider is one of the aphids.

Most of these are controlled by contact sprays, which burn the insects. Nicotine sulphate is the best control for most sucking insects, but dusting with sulphur is best for red spider. But, really one of the most effective ways of controlling red spider is to simply wash them off with the hose daily. But be sure not to use too much force—just enough to wash off the spiders. They are generally most prevalent in August.

On the whole, you are not likely to have much trouble with diseases. Should you have any trouble you do not understand, we would be glad to have you make use of your free consultation service.

(Continued on page 30)

## Trollius Golden Queen

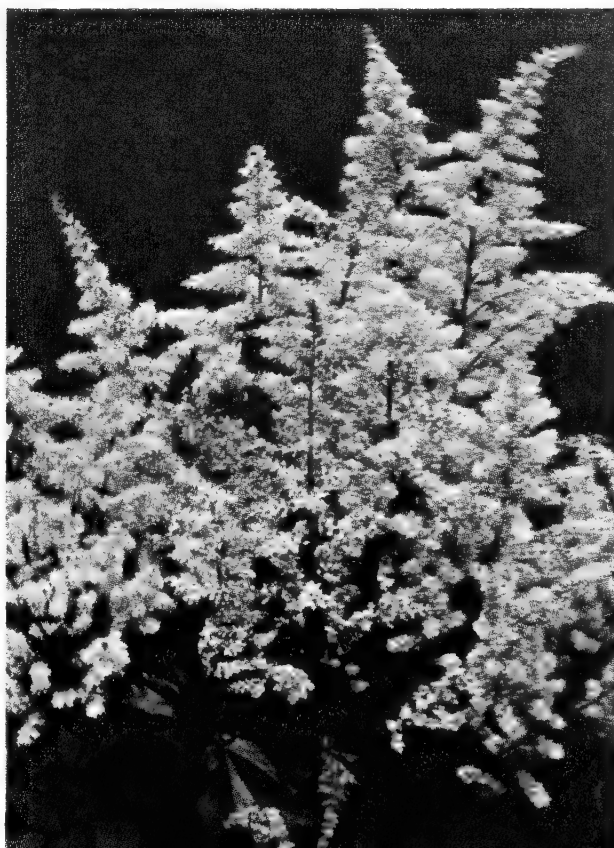
This Trollius has a glory of rich coloring that will amaze you. Golden Queen opens wide, displaying its beauty more fully than older varieties. Stamens, unusually rich and full, and brilliantly colored; more orange than true yellow. Petals splashed with green underneath, giving a unique effect. Healthy, vigorous, prolific in bloom. 24 to 30 inches or more. Flowers 2½ to 3½ inches across. **PRICES:** 1 for 65c; 2 for \$1.14; 3 for \$1.62; 4 for \$2.11; 6 for \$3.08.

**R. M. Kellogg Co.**  
**Three Rivers, Mich.**



## Red Astilbe Fanal

Hark! ye lovers of red! and see, too, for here's something to delight you—a bright, glowing crimson Astilbe. Spikes about 15 inches tall, and they hold up well above the foliage. Will grow in sun or part shade, but really likes a shady position—and moisture. Grows about 1 to 1½ feet tall. Blooms May and June. 1 for 95c; 2 for \$1.66; 3 for \$2.37; 4 for \$3.08; 6 for \$4.50.



*Money Saver!*

2 Peach Blossom	.. \$1.30
2 Fanal	.... 1.66
<b>Total Value</b>	<b>.. \$2.96</b>
<b>Yours for</b>	<b>\$2.47</b>

## Astilbe Peach Blossom

There is a beauty spot in our nursery gardens that makes everybody exclaim with admiration. "What is it? It's so beautiful!" they exclaim. And the answer is our beautiful border of Astilbes. Beautiful, feathery panicles, 8 to 10 inches long, tinted a delicate peach-blossom-pink. Blooms during June and July. Grows 1½ to 2 feet tall. Plant 15 to 18 inches apart in moist, rich soil; water; sun or semi-shade. 1 for 75c; 2 for \$1.30; 3 for \$1.87; 4 for \$2.45; 6 for \$3.55.



## Winter Care

**M**OST perennials like a little winter care, especially the first year, and it is still advisable in later years. It is simply a matter of covering the plants to protect them from alternate freezing and thawing.

Always wait until after the ground is frozen before mulching. Remember that you are preventing alternating freezing and thawing, and are not attempting to prevent the ground from freezing. Once it is frozen, a little mulch will keep it from thawing during any brief warm period you may have, but the same mulch would not prevent it from freezing.

With alternate freezing and thawing, heaving of the ground occurs, and this tears the roots, which tearing really causes winter injury, rather than freezing itself. Most plants are quite hardy as far as temperatures are concerned.

Wheat, rye or oat straw are the best mulching materials, and in such states as Indiana, Ohio, Pennsylvania, Illinois and others of about the same latitude, about two inches deep would be proper. Southern Michigan about the same, but much farther north, you can apply the mulch deeper, about three or four inches.

By the same token, farther south you can apply less mulch.

In any event, it is best to cut the tops of the plants down before mulching, and in the case of Azaleamums, just let the tops lie over the plants, and apply the mulch on top.

With other plants, it is advisable to carry the tops away and burn them; simply another way of keeping your garden clean.

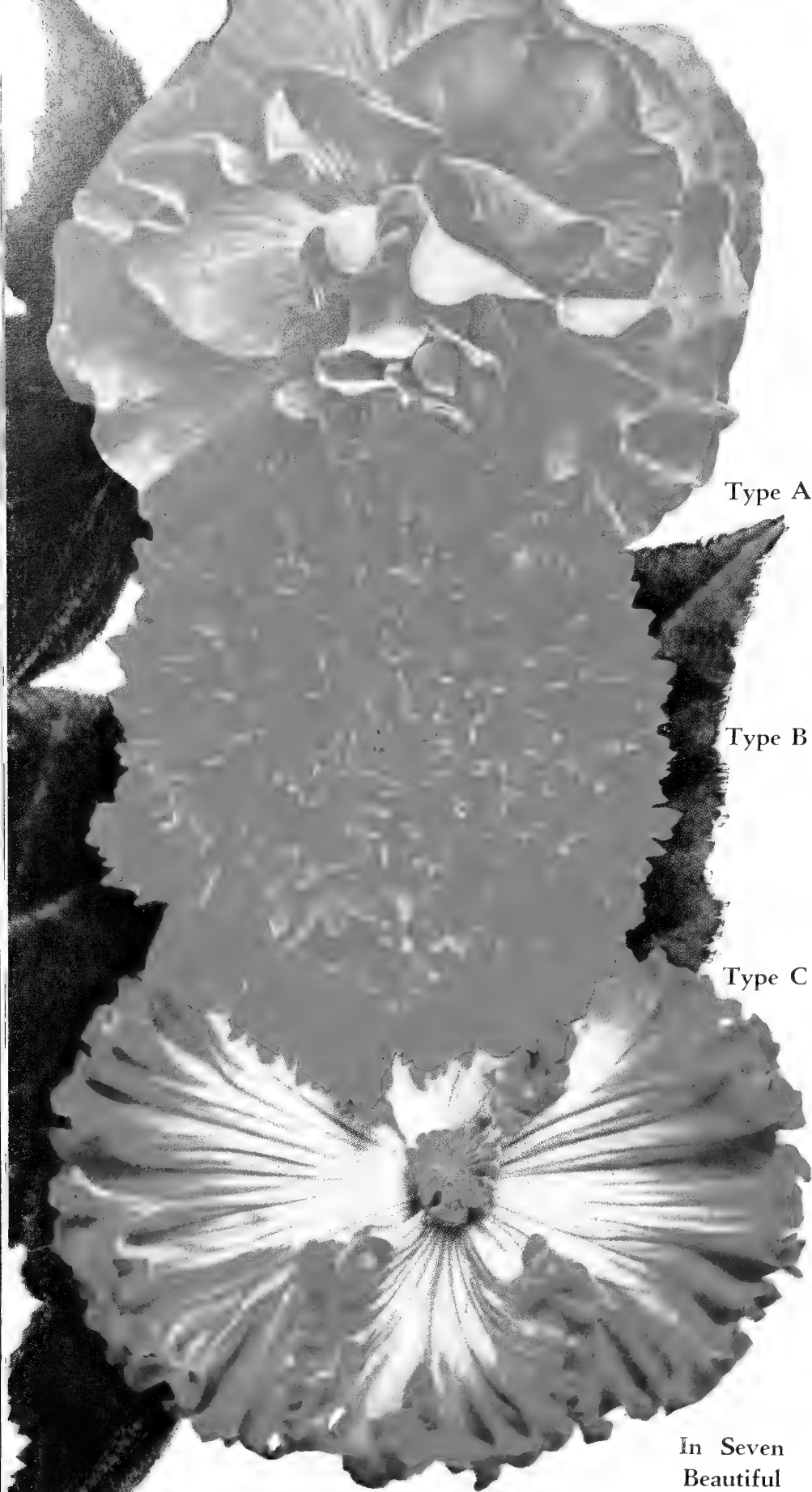
## Cutting Flowers

**I**T is often said that you cannot eat your cake and have it, too, but there is an exception, and that exception applies to gardening. It really is good for your garden to cut the flowers, and have table bouquets, as well as flowers in the garden itself. When you cut the flowers, you prevent the formation of pollen, and accordingly the strength that the plant would spend in the manufacture of pollen goes into the formation of more and better flowers.

In any event, whether you want table bouquets or not, you should pick or cut the flowers before they go to seed. Immediately after the flowers pass their prime is a good time for cutting.

In the case of Azaleamums, since these are so important in your garden, the first blooms should be pinched off, in order to have the best blooming plant later. Occasionally, Azaleamum plants will be received with

R. M. KELLOGG COMPANY



## Tuberous Begonias

Beautiful flowers for moist, shady spots—just as beautiful and as large as the pictures above. Are started from tubers; can be grown easily in the garden or potted, and will give you an amazing abundance of blooms. 7-10 in. high. Bloom July-Sept. Plant in semi-shade, ordinary soil, water well. Colors: Scarlet, Yellow, Copper, Rose, White, Salmon, Crimson. Three types (A, B, C, as shown above) and all seven colors in each type. State type and color wanted. 1 for 30c; 2 for 53c; 3 for 75c; 4 for \$1.00; 6 for \$1.43; 7 for \$1.65.

**Mixture:** All types and colors included. 20 for \$3.45

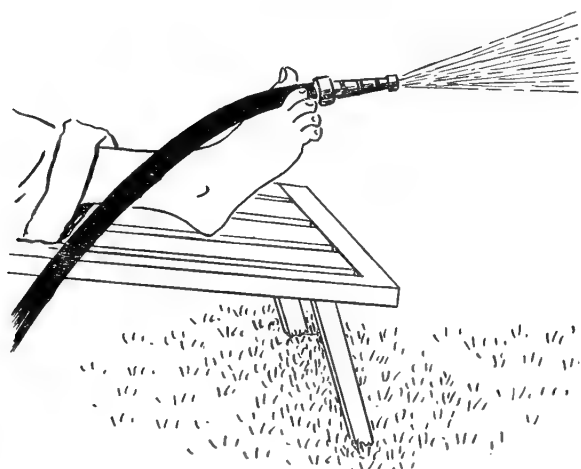
blooms. These should be taken off immediately, even before planting. Usually no more blooms will form until the latter part of August, but if they do, it is best to pick them off. Even the blooms forming in latter August should be picked off, if you want the best blooming plant later.

## Watering

**W**ITH most flowers, a good soaking once a week will be sufficient, but when you do water, remember to stay at it long enough to do some good. Many people sprinkle lightly for ten or fifteen minutes, and think they have watered. Our advice is to water by the hour, not by the minute, and then allow a rest period between waterings.

**Too frequent watering**, for long periods at a time, are inclined to make the soil soggy and wet, and the plants will not do well. Remember that they require air underground, as well as water, and that is another reason why you should allow rest periods. But do give a thorough soaking while you are at it.

**Azaleamums and Carnations** in particular, do not like too much water. Ordinarily, rainfall will take care of them very nicely, excepting in periods of drouth. Phlox also are inclined to suffer from being deluged too frequently.



## Relax With Your Garden Hose

**A**RE you one who finds yourself brain-fagged and fatigued in general at the end of the day? Have problems beset you continuously like the very imps of Satan? If so, on those cool summer evenings when shadows are growing long, pull out your lawn chair and garden hose. Sit down and relax, take off your shoes and socks and water your flowers for an hour or more. And, every now and then give you bare feet a dousing too. You'd be surprised what it will do for you. It's good for corns, bunions, chilblains, athlete's foot, broken arches, stomach ulcers, high-blood pressure, dandruff and bad disposition—especially bad disposition.

Why don't you try it? We guarantee you a first-rate cure.

(Continued on page 34)

THREE RIVERS, MICH. [31]

## Regal Lilies

This Lily is so beautiful that it refuses to bow to any competitors; remains the favorite year after year in spite of newer and highly touted varieties. The golden throat gives the effect of molten gold on snow. Crimson veins outside. Hardy! Blooms June and July. 2½ to 3 feet. 3 for 75c; 4 for 97c; 6 for \$1.42; 12 for \$2.77.



## Day Lilies

Easy to grow, lots of flowers, a new crop every day.

Three varieties as follows:

**Hyperion.** Fine citron-yellow, produced in great numbers. Stems 40 in. tall. Blooms July and August.

**Ophir.** Just as beautiful as Hyperion but dark yellow. Stems 3½ to 4 ft. high. Blooms July and August.

**Gypsy.** Even more beautiful than Hyperion and Ophir because of striking red splotches on the petals. Just the brilliantly colorful Lily you've been looking for.

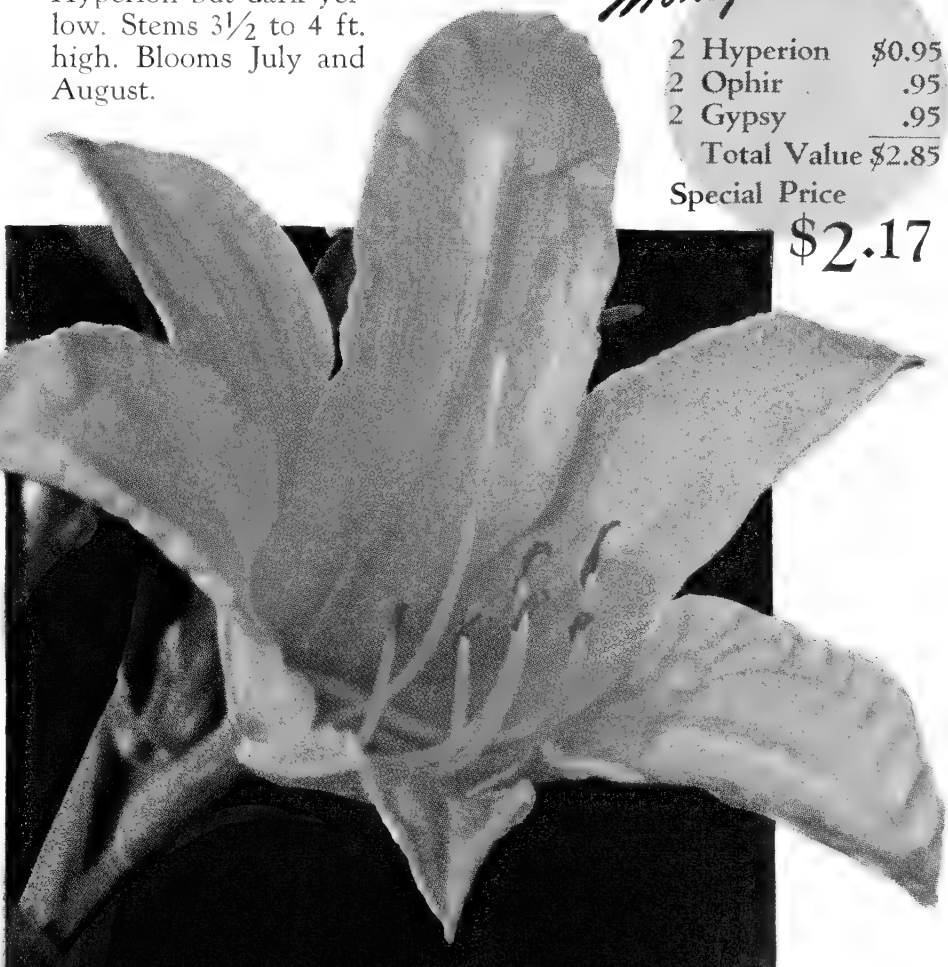
Prices, all three: 1 for 50c; 2 for 95c; 3 for \$1.35; 4 for \$1.75; 6 for \$2.55.

*Money Saver!*

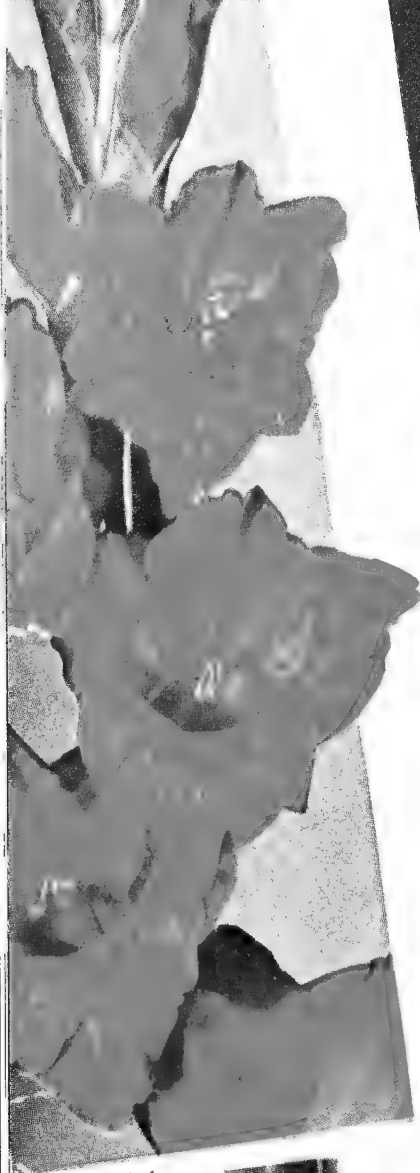
2 Hyperion	\$0.95
2 Ophir	.95
2 Gypsy	.95
Total Value \$2.85	

Special Price

**\$2.17**







Stoplight



Margaret Beaton



Elizabeth the Queen



Leading Lady  
←



King Lear  
→



Abu Hassens

# Radiant Rainbow Gladioli

Our Gladiolus bulbs are all hand picked and sorted. Only prime sizes that will bloom **first year** with full-sized spikes of full-sized florets are shipped.

## Abu Hassens

(Left.) Call it blue, or call it deep purple—you will love it by any color name. Yes, we've been enthused before, over many flowers, until we thought we couldn't enthuse any more, but now Abu Hassens starts the whole thing over again, for its color is oh, so pure and rich! Order Abu Hassens, and if it isn't more beautiful to you than the picture, we will refill your order with equal value of anything else you choose. **Prices below.**

## King Lear

(Left.) **The Orchid-like Glad.** Now here's a Glad that will really make you glad for the florets look like rare Orchids. No, we don't mean they are the usual Orchid color, but—for a price—you can buy Orchids of this enchanting hue. But why spend big money, when you can grow King Lear? Color: just a step away from dark purple in the reddish direction. deep, rich, velvety, and royal. Florets **almost Orchid shape.** Strong, well-filled spikes. Grow it. You will like it. **Prices below.**

## Ethel Cave Cole

(Left.) A peach-flecked Glad with gay Orchid tongues. Will heighten the beauty of your bouquets. Early midseason. **Prices below.**

## Stoplight

(Left.) Its vivid coloring gives a bouquet a very striking and finished appearance. The scarlet flower is veined with deep red, with a delicate crepe edge. Late midseason. Scarce! **Prices below.**

**PRICES, Abu Hassens, King Lear, Ethel Cave Cole and Stoplight:**

1 for 35c    3 for \$0.79    6 for \$1.44  
2 for 57c    4 for 1.00    12 for 2.76

## Special! Picture Gladioli Collection

All six of the beautiful Glads shown at the left will be included, three of each as follows:

3 Stoplight .....	\$0.79
3 Margaret Beaton .....	.50
3 Elizabeth the Queen .....	1.87
3 Abu Hassens .....	.79
3 Leading Lady .....	1.87
3 King Lear .....	.79
<b>Total Value .....</b>	<b>\$6.61</b>
<b>Special Price .....</b>	<b>\$4.85</b>

## Elizabeth the Queen

(Left.) Another beautiful Glad that **LOOKS LIKE AN ORCHID**, but this time it's true Orchid color. You could easily have corsages made from Elizabeth the Queen, and deceive many into thinking you were wearing Orchids. Or, make your own! Elizabeth the Queen has dainty ruffled edges, of deep orchid hue, which fades to lighter orchid toward the centers. And, true, there's a beautiful streaking of faint yellow and red here and there that gives the effect of a fairyland sunset. Really, we think Elizabeth the Queen is the most beautiful Glad we've seen. You simply must have it. **PRICES: 1 for 75c; 2 for \$1.31; 3 for \$1.87; 4 for \$2.43; 6 for \$3.55; 12 for \$6.91.**

## Leading Lady

(Left.) Careful now, don't say yellow out loud—just whisper it, ever so softly. That's because the yellow in this new and beautiful flower is only a faint whisper of yellow, a faint, beautiful, delicate sulphur-yellow, that deepens to real sulphur in the throat. Leading Lady is a dreamy, creamy, extremely beautiful Glad, beautiful in shape, beautiful in coloring. Must you have it in your garden? Yes, absolutely! **PRICES: 1 for 75c; 2 for \$1.31; 3 for \$1.87; 4 for \$2.43; 6 for \$3.55; 12 for \$6.91.**

## New Europa

An amazing, blazing, dazing Glad. You do like red, don't you? And here it is. Brand new Europa for fire in your Glad bouquets. It's the best of the crimsons.

1 for \$0.60	4 for \$1.95
2 for 1.05	6 for 2.85
3 for 1.50	12 for 5.55

## Glads by Color

The bulbs you get will be the same high quality you receive when you order by variety, but you specify colors wanted only.

**PRICES: Glads by color, Red, Pink, White, Lavender, Yellow or Purple, your choice.**

6 for \$0.40	30 for \$1.60
12 for .70	36 for 1.90
18 for 1.00	50 for 2.60
24 for 1.30	75 for 3.85
100 for \$4.95	

## Other Important Glads

The following fine Glads are known to all Glad lovers. You should have them to give variety and color to your bouquets.

**Beacon.** Amazing flash and brilliance. Creamy throat, vivid red petals; lovely and striking.

**Duna.** Lovely rosy blushing cream petals with pure yellow in throat. Midseason.

**Golden Dream.** Beautiful golden yellow. Tall; late; large.

**Maid of Orleans.** Tall, early. Lovely pure white.

**Margaret Beaton.** (Left.) A white beauty with a scarlet, pale green, blended throat. Makes an unusually exquisite display. Tall, strong spikes. Early midseason.

**Mary Jane.** Delicate shades of pink. Medium height; large flower; midseason.

**Picardy.** Pure clear pink, painted with red in the throat. Tall; midseason; large florets.

**Snow Princess.** A flower that is lovely in the very pureness of its white color. Has an atmosphere of calm, aristocratic complacency. Late midseason.

**Wasaga.** Pale red-orange with light red. Early; large flowers; tall.

**PRICES: Glads, Beacon through Wasaga.**  
3 for \$0.50    6 for \$0.80    12 for \$1.40  
18 for 2.00    24 for 2.60    30 for 3.20

## Fragrant Glad

This you should have to give fragrance to your bouquets of cut Glads. And it's pretty, too, though much different in type than the non-fragrant sorts. Color, white with purple markings. We give 10 fragrant Glads, value \$1.00

## Free!

with each Glad order from these two pages, amounting to \$3.00 or more. Please write your free Glads on your order.

**PRICES, if ordered separately:**

1 for 35c    3 for \$0.79    6 for \$1.44  
2 for 57c    4 for 1.00    12 for 2.76



# Shade Trees and Others

## New!

Norway Maple  
**Crimson King**  
(Patent No. 735)

A new brilliantly colored Maple to arouse admiration and envy among your friends. Leaves are brilliant crimson all through the summer months, even redder in sunlight. Grows tall and majestic like any other Maple. We have nice 5- to 6-foot trees. **PRICES:** \$6.25 each; 2 for \$11.95.



**CUT LEAF WEEPING BIRCH** (*Betula alba pendula*). Shiny white bark, drooping branches, lacinated green foliage. Grows 30 to 40 feet. **PRICES:** 4- to 5-foot trees, \$4.75 each; 2 for \$8.95.

**SILVER MAPLE** (*Acer dasycarpum*). Grows rapidly to 50 to 60 feet. Silver-green leaves.

**PRICES:** 5- to 6-foot trees, \$1.50 each; 2 for \$2.85.

**WISCONSIN WEEPING WILLOW** (*Salix blanda*). Grows 30 to 40 feet. Graceful, drooping branches. **PRICES:** 3- to 4-foot trees, 1 for \$1.45; 2 for \$2.75.

**MOUNTAIN ASH** (*Sorbus aucuparia*). Symmetrical, 25- to 30-foot tree. Smooth, greenish bark. Clusters of orange-red berries. Plant 20 feet apart.

**PRICES:** 3 to 4 ft., 1 for 95c; 2 for \$1.66; 4 for \$3.08.

**PUSSY WILLOW** (*Salix discolor*). Grows 20 feet. **PRICES:** 3- to 4-foot shrubs, 1 for \$1.45; 2 for \$2.75.

**PRICES:** 4 to 5 ft., 1 for \$1.25; 2 for \$2.18; 4 for \$4.06.

## Tulip Tree

(*Liriodendron tulipifera*). We have had a pressing demand for Tulip Trees for some time, and yes, they are very attractive. The Tulip-shaped flowers appear in late May and June, and are quite beautiful. They are 1½ to 2 inches long, and light yellow in color. The trees are tall-growing, stately and hardy. The bark is glossy, leaves light green. Branches spreading.

**PRICES:** 2- to 3-ft. size, 1 for \$1.75; 2 for \$2.80.

**PRICES:** 4- to 5-ft. size, 1 for \$3.00; 2 for \$5.25.



See Index  
on page 40

[34]

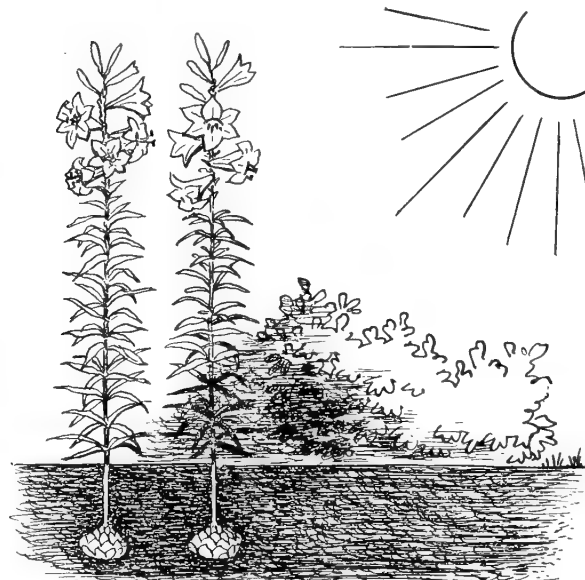
## HOW TO GROW THEM

### Lilies, Gladioli, Cannas, Dahlias, Begonias

#### Kind of Soil

**L**ILIES should have a cool soil, a little bit on the heavy side. Even clay would be O. K., but if you do have a heavy clay soil it is wise to mix in something to make it porous. Sand would do, but supplies no fertility. Well-rotted stable manure is much better, as it would loosen and aerate the soil and fertilize at the same time—and Lilies do require fertility.

Lilies should be given sun as much as possible; that is, they should be planted in a location where the sun strikes at least five to six hours per day in the summer time.



**NOTE HOW** the roots of the Lily at the right are shaded by the perennials in front. This Lily has a very good chance to do well. The Lily at the left may do well also, but hasn't quite as good a chance as the one at the right, as its roots are not shaded.

But, remember that they require a cool soil, and if you can plant them so that the soil about the Lilies is shaded by your other plants, you are giving them ideal conditions. In other words, plant your Lilies to the northward side of other plants that will supply shade for the soil. The Lily stalks will then rise up above these other plants, where the flowers can get the sun.

Gladioli likewise can be planted in heavy soil, but will grow on any type of soil on down to the loose sandy types. If your soil is clay, treat as suggested above for Lilies.

Gladioli are not used in landscaping plantings, but are grown for cut flowers, usually in rows. Give them full sun, if you can—five to six hours per day—same as for Lilies.

R. M. KELLOGG COMPANY

**Cannas** will grow in any soil. They are one of the very easiest flowers to grow, but do like at least five to six hours of sunshine per day.

**Dahlias** require a rich, well fertilized soil, but the soil may be either light or heavy. Heavy soils should be treated as for Lilies.

**Begonias** are planted like Lilies, requiring a rich, cool soil. But unlike Lilies, they are useful in a shallow soil.

## Soil Preparation

**T**HE same rules apply for Lilies, Cannas, Dahlias, Begonias and Gladioli as for perennials.

## Fertilizing

**T**HERE is nothing better for Lilies than good, well-rotted manure. And, you can use lots of it. They will respond beautifully to liberal applications. Some growers even put a mulch of well-rotted manure right over the Lilies right after planting, and let them come through, and if the manure is really well-rotted, it can do no damage; only good can result.

**Or, the manure can be applied in the bottom of the trench or hole, with a separating layer of sand or loose soil over the manure. Plant the bulb on top of the separating layer.**

**In general, fertilizing methods for Lilies are the same as for perennials, excepting as just mentioned.**

**Gladioli do not like too much manure.** Commercial fertilizers are better. We use about a 10-6-4 formula, but a 4-6-4 or 4-8-4 or 6-6-4, or similar formula would do. Ask your dealer for advice as to the best formula in your locality, and for your soil.

**Fertilizers are acceptable to Cannas, but they are one flower that will do very well with only small amounts of fertilizer. If you do fertilize Cannas, follow the instructions given for perennials.**

**Begonias are fertilized the same as the Lilies.**

## How to Plant

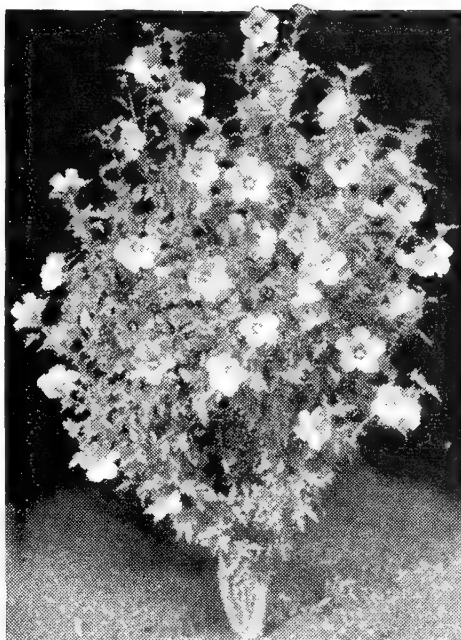
**L**ILIES should be planted seven or eight inches deep, and if you put fertilizer in the bottom of the trench, as previously suggested, be sure to make your trench sufficiently deep to allow for the fertilizer and separating layer of sand. The bulb should be seven to eight inches underground.

**The reason for this deep planting is that Lilies send out roots above the bulb, as well as below, and those roots must have room to grow. Of course, small bulbs would not be planted as deeply as the bulbs we furnish. A safe rule is  $3\frac{1}{2}$  times the diameter of the bulb.**

(See page 36 for drawing)

**THREE RIVERS, MICH.**

# Hardy Shrubs



**ALTHEA, ROSE OF SHARON** (*Hibiscus syriacus*). Beautiful, long-blooming, late-blooming, tall growing shrub. Blooms August and September. Red, Pink or White.

**PRICES:**  $1\frac{1}{2}$  to 2 foot, 1 for 75c; 2 for \$1.31; 3 for \$1.87.

**PRICES:** 2 to 3 foot, 1 for 95c; 2 for \$1.66; 3 for \$2.37.

**KERRIA JAPONICA.** Well shaped shrub, with pretty dark green leaves, and lots of very pretty yellow flowers in June, plus enough throughout summer to make the shrub continually attractive. Ultimate height about 8 feet. Plant 6 to 8 feet apart, ordinary soil and moisture.

**PRICES:**  $1\frac{1}{2}$  to 2 ft. plants, 75c each; 2 for \$1.35; 4 for \$2.65.



**CHRISTMAS BERRY** (*Photinia villosa*). Grows 8 to 10 feet high. Shiny green foliage; turns yellow in fall. Flowers white; blooms in June. Brilliant red berries. Cut in early winter for bouquets. Plant 4 to 5 feet apart; ordinary soil; water freely; sun or shade.

**PRICES:** 15 to 18 inches, 1 for 90c; 2 for \$1.58; 4 for \$2.93.

**PRICES:** 2 to 3 feet, 1 for \$1.35; 2 for \$2.35; 4 for \$4.35.



**BECHTEL'S CRAB** (*Malus ioensis plena*). Beautifully shaped tree, large, lustrous green leaves, silver beneath. Double pink flowers in May. Grows 12 to 15 feet high. Plant 6 to 8 feet.

**PRICES:** 2 to 3 foot, 1 for \$1.00; 2 for \$1.75.



**BRILLIANT FIREBERRY** (*Aronia arbutifolia brilliantissima*). Quite magical. The leaves are dark green on top; silvery green underside, flash magically in the breeze. Fiery red berries, fall and winter. Erect, upright, beautifully shaped. 6 to 8 feet; space 5 feet; ordinary soil; water freely; sun or part shade.

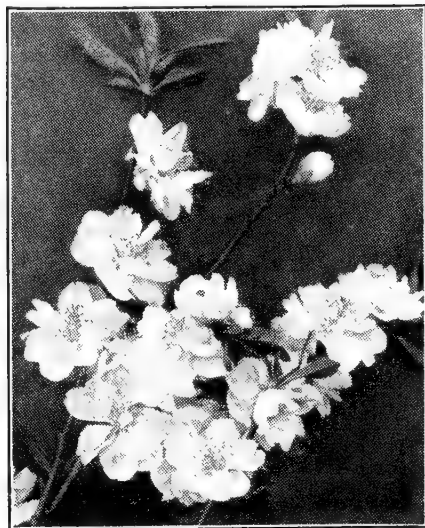
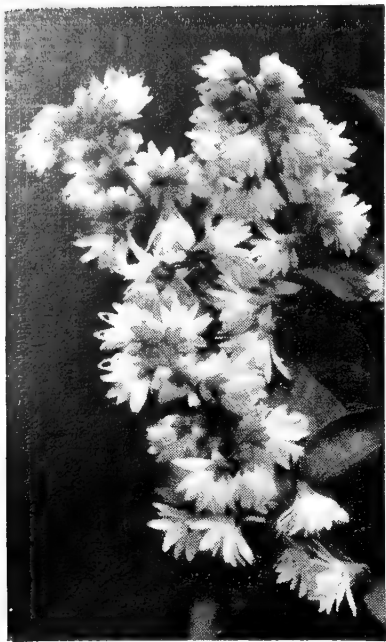
**PRICES:** 15 to 18 inches, 1 for 70c; 2 for \$1.23; 4 for \$2.28.

**PRICES:** 18 to 24 inches, 1 for 95c; 2 for \$1.66; 4 for \$3.08.

**EUONYMUS YEDOENSIS.** This fine shrub has the appearance of having square branches, for along each there are four distinct ridges, one on each "corner." Branches are well-lined with peach-leaf-shaped leaves. Orange colored berries in late fall. Grows 4 to 5 feet, spread about 3 feet.

**PRICES:** 12 to 18 inches, 1 for 60c; 2 for \$1.05; 4 for \$1.95.





**FLOWERING ALMOND** (*Prunus glandulosa*). Literally covered with double pink blooms in the month of May. Very truly a glorious sight. Grows 4 to 5 feet high. Plant 3½ feet apart. **PRICES:** 18 to 24 inches, 1 for \$1.10; 2 for \$1.95; 4 for \$3.65.

**DUETZIA, PRIDE OF ROCHESTER** (*Deutzia scabra*). Bushy shrub 6 to 8 feet high. Produces masses of pinkish white double flowers in June. Fine for a group or background. Space 5 feet apart; ordinary soil and moisture; sun or part shade. **PRICES:** 18 to 24 inches, 1 for 70c; 2 for \$1.23; 4 for \$2.28. **PRICES:** 2 to 3 feet, 1 for 95c; 2 for \$1.66; 4 for \$3.08.



**FLOWERING PEACH** (*Amygdalus rubra plena*). A beautiful red-flowering variety. Stems literally loaded with beautiful double blooms in May. Fine for cutting. Ultimate height, 15 to 20 feet. Plant 10 to 12 feet apart. **PRICES:** 2 to 3 feet, 1 for 95c; 2 for \$1.66; 3 for \$2.37.

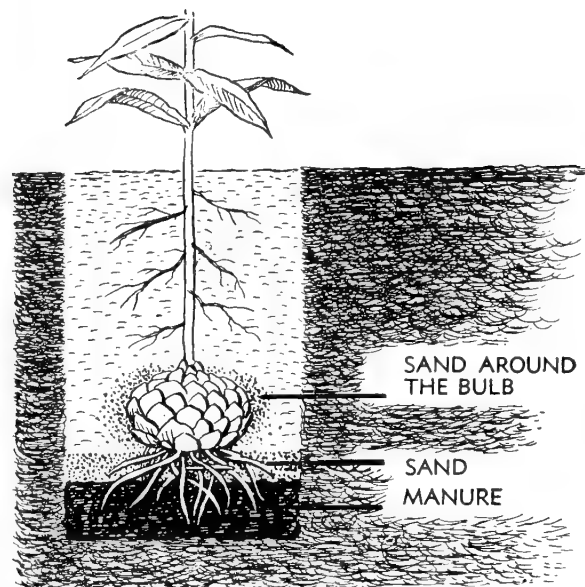
**FLOWERING QUINCE** (*Cydonia japonica*). Dazzling scarlet flowers in spring before foliage comes. Very striking. Grow 4 to 5 feet high. Space 4 feet; ordinary soil; ordinary moisture; sun or part shade. 2-year plants. **PRICES:** 12 to 18 inches, 1 for 60c; 2 for \$1.05; 3 for \$1.50. **PRICES:** 18 to 24 inches, 1 for 90c; 2 for \$1.58; 3 for \$2.25.



**Forsythia - Golden Bell**  
**GOLDEN BELL** (*Forsythia spectabilis*). A hardy shrub with beautiful yellow blossoms in early spring. Grows 8 to 10 feet tall. Plant 5 to 6 feet apart in ordinary soil; ordinary moisture; sun or part shade. **PRICES:** 1½ to 2 feet, 1 for 50c; 2 for 88c; 3 for \$1.25. **PRICES:** 2 to 3 feet, 1 for 85c; 2 for \$1.49; 3 for \$2.12.

**R. M. Kellogg Company**  
**Three Rivers, Michigan**

## HOW TO GROW THEM



**PROPER LILY PLANTING.** Note the roots appearing above the bulb. Also note the sand around the bulb. Lilies are easy to grow when so planted.

It is sometimes well to surround the bulbs with a layer of sand to insure perfect drainage, if you can.  
Plant your Lily bulbs upright.

## Gladioli

**MAKE** your trench four or five inches deep for all sizes of Gladiolus bulbs. Drop them in the trench about five inches apart. It is best to plant the bulbs upright, but Glads are not as touchy in regard to planting position as other bulbs, and will give good results if just dropped.

Begonias are planted the same as Lilies, but shallower. Put Begonia bulbs in the trench with their tops up. Do not plant them over three inches deep.

Cannas are very good natured flowers, and will tolerate careless planting. Just drop them in a trench or hole, but not over four inches deep.

## Planting Time

**LILIES** can be planted either in the spring or fall, at normal spring or fall planting time.

Cannas, Begonias and Gladioli are planted in the spring only—and, do not plant them too early. They have soft tops, which can be injured by frost. They will usually arrive early from the nursery, but you should keep them until danger of frost is over.

To keep Cannas, Begonias and Gladiolus bulbs, just open the package and place it in a cool, dark place. They will hold in good planting condition until planting time.

## Cultivation

**L**ILIES like good, clean cultivation, and hoeing can continue until blooms appear, then just pull the weeds. Do not disturb Lilies at all, after the tops die down. Shallow hoeing is best.

Gladioli can be hoed or cultivated throughout the season, even while they are in bloom. Do keep them clean. Cultivate or hoe to a shallow depth.

Begonias like to be kept clean, but do not require much real hoeing. Just scratching the surface enough to eliminate the weed growth will do. Or, some just pull the weeds.

Cultivate Cannas until they start blooming, then stop. For one thing, it will be hard to get around them after they grow to blooming height.

## Winter Care

**L**ILIES are left in the ground throughout the winter. But, you should mulch them about two inches deep in Southern Michigan, Illinois and Ohio and similar climates. Farther north a deeper mulch is required, and farther south the mulch may be lighter. Mulch after freezing.

Begonias should be dug after frost has killed the tops, but before the ground freezes. Store them in very dry peat moss, or in dry sawdust, or shavings. Put them in a cool, dark place.

Cannas should be dug after frost, before the ground freezes, the same as Begonias. They can be stored in dry sawdust or shavings, in a cool, dark place, or you can dig them with a clump of earth on the roots, place them carefully in boxes, and leave them that way all winter.

Take Gladiolus bulbs out of the ground after the first frost, and before freezing, same as Begonias. Next, spread the Gladioli on screens, after shaking them out well, and cleaning them, then store them in a cool, dark place for the winter where the air can reach them from all around. If you are not too fastidious about your window screens, they will make excellent trays for storing the Glad bulbs. Simply place them across saw horses, or otherwise support them, and spread the bulbs out over the screens.

Or, you can construct special frames, which are nothing more than a box with a screen bottom, instead of a wood bottom.

## Cutting Flowers

**L**ILIES, Cannas, Gladioli and Begonias will give more and better flowers if you pick them. But, do not cut the leaves. It is important to leave the leaves on, as the bulbs breath through them. In any event, as we have emphasized before, be sure to cut your

(Continued on page 38)

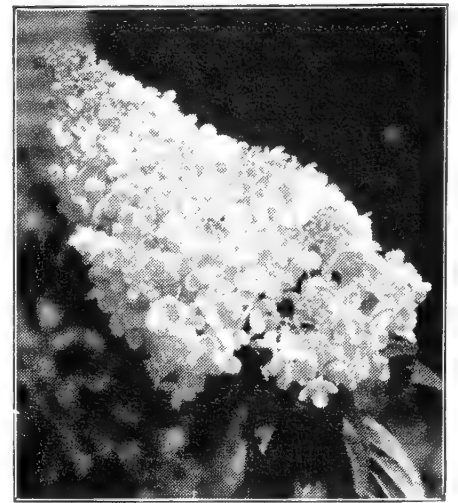
THREE RIVERS, MICH.

**HYDRANGEA P. G.** (Right.) Immense blooms. Hardy. Pinkish white blooms; fine winter bouquets. Grows 5 to 7 feet. Plant 3 to 4 feet apart in rich soil; water very freely. Prune severely each spring. **Prices below.**

**HYDRANGEA A. G.** Large, globular clusters; pure white flowers. Blooms July-August. 5 to 6 feet high. Plant 3 to 4 feet part.

**PRICES, Both Hydrangeas:** 15 to 18 inches, 1 for 70c; 2 for \$1.23; 3 for \$1.75.

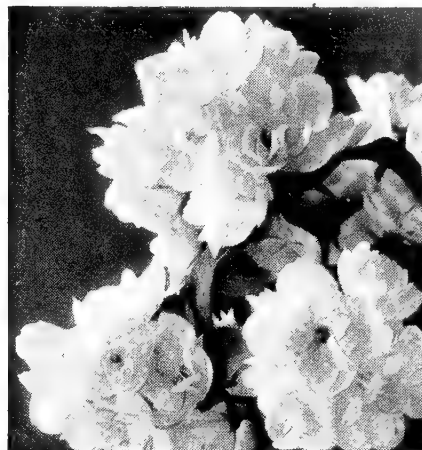
**PRICES, Both Hydrangeas:** 18 to 24 inches, 1 for 95c; 2 for \$1.66; 3 for \$2.37.



Hydrangea P. G.

**PINK TARTARIAN HONEYSUCKLE** (*Lonicera tartarica rosea grandiflora*). (Right.) A bushy, upright shrub. Grows 8 to 10 feet. Delicate pink blooms followed by magnificent red berries in fall. Indispensable for backgrounds or borders. Plant 5 feet apart; ordinary soil; ordinary moisture; sun or part shade.

**PRICES:** 1½ to 2 feet, 1 for 65c; 2 for \$1.14; 3 for \$1.62.



Mock Orange

**PRICES**  
2 to 3 ft.,  
1 for 80c;  
2 for \$1.40;  
3 for \$2.00.

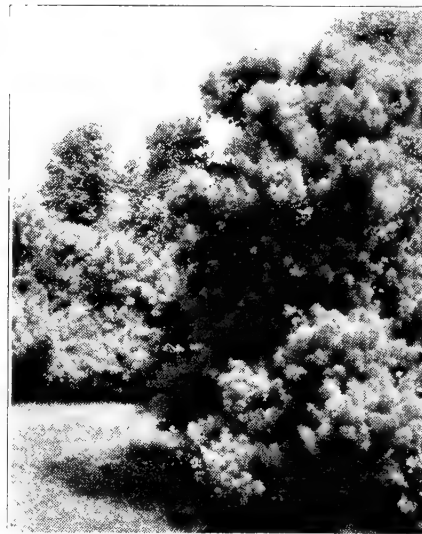


Honeysuckle

**MOCK ORANGE** (*Philadelphus, Virginal*). (Left.) Grows 8 to 10 feet. Clusters of fragrant, double flowers in June. Also blooms intermittently until fall. Plant 5 feet apart; ordinary moisture; sun or part shade.

**PRICES:** 15 to 18 inches, 1 for 75c; 2 for \$1.31; 3 for \$1.87.

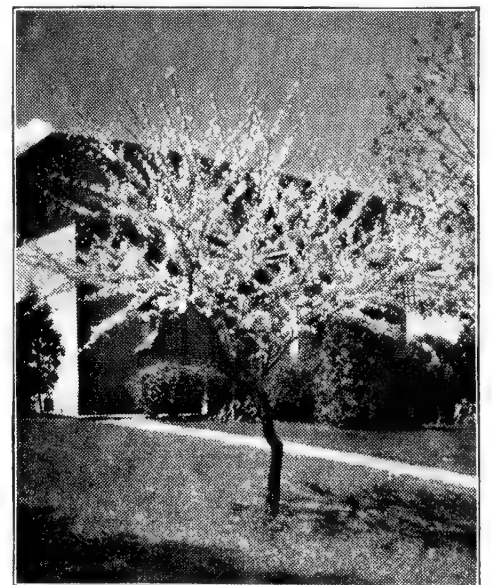
**PRICES:** 18 to 24 inches, 1 for \$1.00; 2 for \$1.75; 3 for \$2.50.



**SMOKE TREE** (*Rhus cotinus*—Purple Fringe). Just like a big, beautiful puff of purple smoke. Grows 8 to 10 feet high; can be trained to tree form or shrub as desired. Glossy green leaves; smoky colored panicles of feathery flowers. June to September. Plant 6 to 7 feet apart in ordinary soil; ordinary moisture; sun or part shade.

**PRICES:** 15 to 18 inches, 1 for 75c; 2 for \$1.31; 3 for \$1.87.

**PRICES:** 2 to 2½ feet, 1 for \$1.00; 2 for \$1.75; 3 for \$2.50.



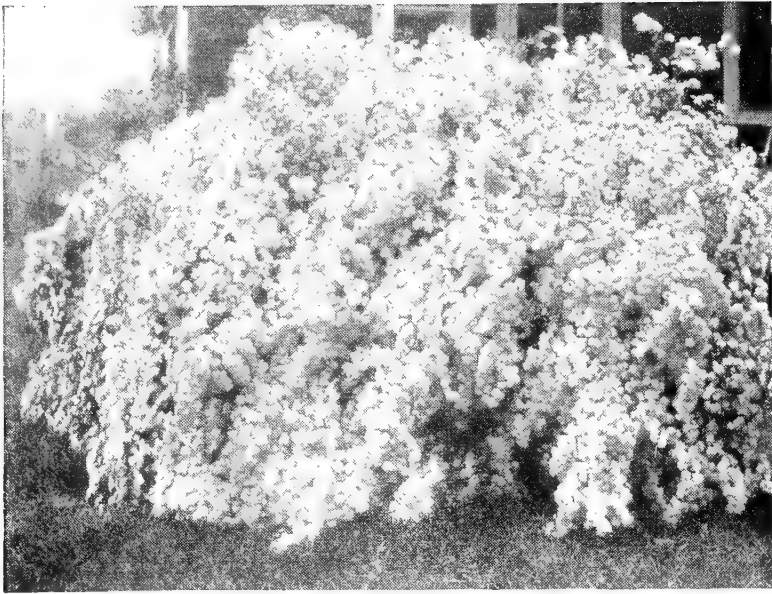
Redbud

**REDBUD** (Judas Tree; *Cercis canadensis*). The beautiful tree that blooms with such myriads of small reddish purple blooms early in the spring before leaves appear. Very refreshing for its early blooming. Grows not over 20 to 30 feet high. Heart shaped leaves. Plant 20 feet apart.

**PRICES:** 18 to 24 inches, 1 for 80c; 2 for \$1.40; 3 for \$2.00.

**PRICES:** 2 to 3 feet, 1 for \$1.15; 2 for \$2.00; 3 for \$2.85.





#### PRICES:

Spirea Van Houttei	
1½ to 2 ft. size	
1 for	\$0.40
2 for	.70
3 for	1.00
4 for	1.30
6 for	1.90
12 for	3.70
<hr/>	
2 to 3 ft. size	
1 for	\$0.65
2 for	1.14
3 for	1.62
4 for	2.11
6 for	3.08
12 for	5.99

**SPIREA VAN HOUTTEI** (Bridal Wreath). (Above.) Masses of white blooms in May. Beautiful drooping effect. Grows 8 feet high. Plant 5 feet apart in ordinary soil and moisture; sun or part shade. **Prices above.**

**SPIREA BILLIARDI** (Pink Spirea). Grows 5 to 6 feet. Pink flowers in spikes. Blooms July-Aug. Plant 4-5 feet apart in ordinary soil; ordinary moisture; sun or part shade.

**PRICES:** 1½ to 2 feet, 1 for 55c; 2 for 96c; 3 for \$1.37; 4 for \$1.78. **PRICES:** 2 to 3 feet, 1 for 70c; 2 for \$1.23; 3 for \$1.75; 4 for \$2.28.

**SPIREA ANTHONY WATERER** (Spiraea bumalda). Grows only 2 to 3 feet high. Pinkish red flowers in June. Plant 2½ to 3 feet apart in ordinary soil; ordinary moisture; full sun.

**PRICES:** 10 to 12 inches, 1 for 50c; 2 for 88c; 3 for \$1.25; 4 for \$1.63.

**WHITE SNOWBERRY** (Symphoricarpos racemosus). Pink blossoms, then clusters of white berries until winter. Fine in shade. Grows 5 to 6 feet high. Plant 4 to 5 feet apart in ordinary soil; ordinary moisture; sun or shade.

**PRICES:** 1½ to 2 feet, 1 for 70c; 2 for \$1.23; 3 for \$1.75.

**PRICES:** 2 to 3 feet, 1 for 95c; 2 for \$1.66; 3 for \$2.37.

**RED SNOWBERRY** (Symphoricarpos chenaulti). Pink and white berries in June, then loads of large coral-red berries. Grows 5 to 6 feet high. Plant 4 to 5 feet apart in ordinary soil; ordinary moisture; sun or shade. **Prices same as White Snowberry above.**



White Snowberry

**SWEET SHRUB** (Calycanthus floridus). (Right.) Shiny green leaves; fragrant brown flowers. May-June. Grows 6 to 8 feet high. Space 4 to 5 feet in ordinary soil; ordinary moisture; shade or sun.

**PRICES:** 18 to 24 inches, 1 for 70c; 2 for \$1.23; 3 for \$1.75.

**PRICES:** 2 to 3 feet, 1 for 95c; 2 for \$1.66; 3 for \$2.37.



Sweet Shrub

**RED WEIGELA** (Weigela, Eva Rathke). Gracefully drooping. June until fall. Crimson flower sprays. 5 feet; good soil; ordinary moisture; sun or part shade.

**PRICES:** 1½ to 2 feet, 1 for 70c; 2 for \$1.23; 3 for \$1.75.

**PRICES:** 2 to 3 feet, 1 for 95c; 2 for \$1.66; 3 for \$2.37.

**WEIGELA ROSEA** (Diervilla). (Right.) Blossoms bright pink; great abundance. June. 8 to 10 feet high. Plant 5 feet apart; ordinary soil; ordinary moisture; sun or part shade. **Prices same as Red Weigela above.**

**WEIGELA, BRISTOL RUBY.** Plant Pat. No. 492. A beautiful, red-flowered Weigela, and rather new, leaves uniformly dark green, no yellow streaks. Beautiful, both in and out of bloom. 6 to 7 feet high, spread same.

**PRICES:** 1½ to 2 feet, 1 for 80c; 2 for \$1.40; 3 for \$2.00. Plant Patent No. 492.

**PRICES:** 2 to 3 feet, 1 for \$1.25; 2 for \$2.18; 3 for \$3.12. Plant Patent No. 492.



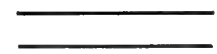
flowers for the good of the bulbs, after they have passed their prime. Lilies and Gladioli are fine bouquet flowers, and Begonias are useful in a low bowl, so you can get double benefits from those three by cutting.

## Watering

**L**OTS of water—yes, lots and lots of it. That is what Lilies, Cannas, Begonias and Gladioli require. Don't be stingy with it. You will find that they thrive much better from liberal applications of moisture. Cannas especially require being watered almost continually.



## Shrubs and Trees



### Kind of Soil

**A**NY well-drained, fertile soil will do for shrubs and trees. Actually, the most important thing in getting shrubs and trees to grow is the planting. If they are properly planted, there is very little for you to do from then on. They just take care of themselves. Watering them may be necessary, but that is about all.

### Soil Preparation

**U**SUALLY a much larger hole must be prepared for the shrub or tree, than for the perennial plant. It may be that you will have to dig as deep as two feet, and in that case you are going to get down to the sub-soil. When you do, pile your sub-soil in a separate pile from the fertile top soil that has come out before-hand. In digging a hole for a shrub or tree, be sure to make it large enough—**LARGE ENOUGH!**

If your hole is so small that you have to crowd the roots, or bend them upward, the chances are that your shrub or tree will not grow, or at least it will get off to a poor start. And, don't make a funnel-shaped hole, smaller at the bottom than at the top. The hole should be at least as large at the bottom as it is at the top, and if anything, larger, so that you will have plenty of room to spread the roots. If the roots touch the sides of your hole at any point, it is too small. Make it larger!

### Fertilizing Shrubs

**T**HE best way to provide food for the growth of a shrub or tree is to put the fertilizer in the bottom of the hole. For that purpose you do have to dig the hole some-

(Continued on page 41)

R. M. KELLOGG COMPANY



*Money Saver!*

Three each of Cupid's Darts and *Lythrum rosea superbum*, total value for the six plants \$2.50.

**Special Price**  
**\$1.99**

## Last Minute Specials

Here are two pretty flowers that we are able to offer you at the last minute, just before the catalog goes to press. Please forgive us for having perennial plants in the shrub section, but these are worth while.

### Cupids Dart (Above)

*Catananche*, also known as Love Plant, and beautiful both as to flowers and foliage. Leaves are hoary and pointed, while flowers are brilliant blue with an everlasting quality that makes them suitable for winter bouquets. Blooms during July and August. Requires ordinary soil, well-drained, sun. **PRICES:** 50c each; 2 for 88c; 3 for \$1.25; 4 for \$1.63; 6 for \$2.38; 12 for \$4.63.



### Lythrum (Rosea Superbum)

An excellent background plant, with flowers borne on tall spikes. Flowers deep pink in coloring. Very hardy. Withstands unfavorable conditions, but likes a moist, sunny spot.

**PRICES:**

1 for ... \$0.50  
2 for ... .88  
3 for ... 1.25  
4 for ... 1.63  
6 for ... 2.38  
12 for ... 4.63



### Red Barberry

(*Berberis thunbergi atropurpurea*.) Rich bronze-red foliage turns red in summer and autumn. Red berries in winter. Grows 4 to 5 feet tall. Plant 2 to 2½ feet apart; ordinary soil; ordinary moisture; full sun.

**PRICES:** 12 to 18 inches, 1 for 45c; 2 for 79c; 4 for \$1.45; 6 for \$2.14; 12 for \$4.15.

**PRICES:** 18 to 24 inches, 1 for 60c; 2 for \$1.05; 4 for \$1.95; 6 for \$2.85; 12 for \$5.55.

### Blue-Leaf Arctic Willow

Now, you can have the "new look" in hedges. Arctic Willow is low-growing, and compact, with beautiful gray-green foliage. Very hardy. Grows anywhere, all types of soil. Useful where other hedges fail. Ultimate height, 3½ to 4 feet. Plant 12 to 18 inches apart.

**PRICES:** 2-yr., 12 to 15 inches, 1 for 50c; 2 for 88c; 4 for \$1.63; 6 for \$2.38; 12 for \$4.63.

## Hedges



### Regel Privet

(*Ligustrum ibota regelianum*.) Hardy. Dark green, glossy. Uniform grower. Fine for groups, foundations, hedges. Grows 4 to 6 feet high unless trimmed or sheared. White flowers followed by black berries. Plant 2 to 2½ feet apart; ordinary soil and moisture.

**PRICES:** 12 to 18 inches, 1 for 45c; 2 for 79c; 4 for \$1.45; 6 for \$2.14; 12 for \$4.15.

**PRICES:** 18 to 24 inches, 1 for 60c; 2 for \$1.05; 4 for \$1.95; 6 for \$2.85; 12 for \$5.55.

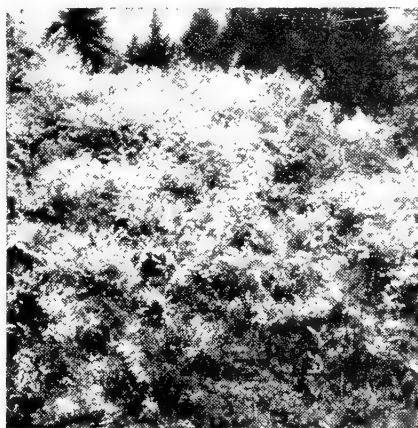
### Amur River North

(*Ligustrum amurense*.) The hardest formal hedge. Plant about 1 foot apart in single row and 9 inches in staggered row. Ordinary soil; ordinary moisture; full sun or partial shade.

**PRICES:** 9 to 12 inches, 15c each; 2 for 27c; 6 for 70c; 12 for \$1.37.

**PRICES:** 18 to 24 inches, 25c each; 2 for 44c; 6 for \$1.19; 12 for \$2.30.

## Vines



### Silver Lace Vine

(*Polygonum auberti*.) Completely covered with myriads of snowy white flowers, summer and fall. Beautiful for arbor, fence, etc. Often grows 20 feet per season. Plant 8 to 10 feet apart; ordinary soil; ordinary moisture; sun.

**PRICES:** 1-yr., No. 1, 1 for 55c; 2 for 96c; 3 for \$1.37; 4 for \$1.78.

**PRICES:** 2-yr., No. 1, 1 for 75c; 2 for \$1.31; 3 for \$1.87; 4 for \$2.43.

### American Ivy

*Virginia Creeper* (*Ampelopsis quinquefolia*). Climbs if given good support. Dense green foliage turns bronzy red in autumn. Very hardy. Very beautiful. Plant 8 to 10 feet apart in ordinary soil; ordinary moisture requirements. Shade or sun.

**PRICES:** 1 for 50c; 2 for 88c; 3 for \$1.25; 4 for \$1.63; 6 for \$2.38.



### Hall's Climbing Honeysuckle

(*Lonicera japonica halliana*.) Strong growing; nearly evergreen. Highly fragrant, white flowers which turn to yellow. Blooms June-September. Plant 8 to 10 feet apart; ordinary soil; ordinary moisture; shade or sun.

**PRICES:** 1-yr., No. 1, 1 for 50c; 2 for 88c; 3 for \$1.25; 4 for \$1.63.

### American Bittersweet

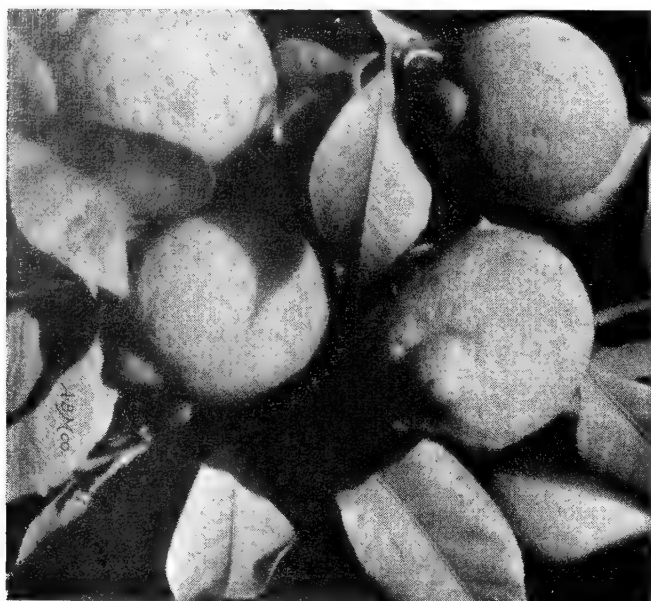
(*Celastrus scandens*.) Orange-crimson winter fruit; orange-red summer flowers. Plant 8 to 10 feet apart; ordinary soil and moisture; sun or shade. To insure fruit plant two.

**PRICES:** 1½ to 2 feet, 1 for 45c; 2 for 79c; 3 for \$1.12.

**PRICES:** 2 to 3 feet, 1 for 60c; 2 for \$1.05; 3 for \$1.50.



# Ponderosa Lemon



You will have something to talk about, if you order this Ponderosa Lemon. It really is easily grown, and one of the things you will like about it is that you keep it indoors in the winter, when you really would like to have flowers. In the summertime, you may set the plant out-of-doors, if you wish. Plants get to be one to two feet high, and will get even

higher under proper conditions. Grow them in tubs or pails.

Yes, Ponderosa Lemon produces flowers of unique beauty and **RARE FRAGRANCE**. They are something like orange blossoms, and as fragrant. They are a delightful addition to corsages.

And, the fruit is huge in size. Excellent for pies, lemonade or other purposes requiring ordinary lemons. Actual size of Ponderosa Lemon, up to 5 or 6 inches long or more, weight often 1 to 3 pounds.

Flowers are waxy in texture, and white with pretty yellow stamens, and as they get older, the petals take a delightful backward curl. During the main blooming season, the entire plant will be covered with flowers. **PRICES: Strong plants from 2 1/4-inch pots, 1 for \$1.00; 2 for \$1.75. PRICES: Out of 4-inch pots, 1 for \$2.00; 2 for \$3.50.**

## Figs

It's not at all difficult to grow your own Figs. Simply plant in a tub or pail, as shown, and sink in the ground for outdoor growing from spring to fall. In the fall, bring inside. South of Cincin-

nati, you can plant the Figs in the ground and leave them out all winter; tops may possibly freeze, but new tops come up the next year.

These new Fig trees will bear the first year, and each year after that. The fruit is sweet and delicious, with firm, meaty flesh. Excel-

lent for making preserves, jams, canning, drying, or fresh from the tree. **PRICES: 1 1/2 to 2**

**ft. size, 1 for 70c; 2 for \$1.23. PRICES: 2 to 3 ft. size, 1 for \$1.00; 2 for \$1.75.**



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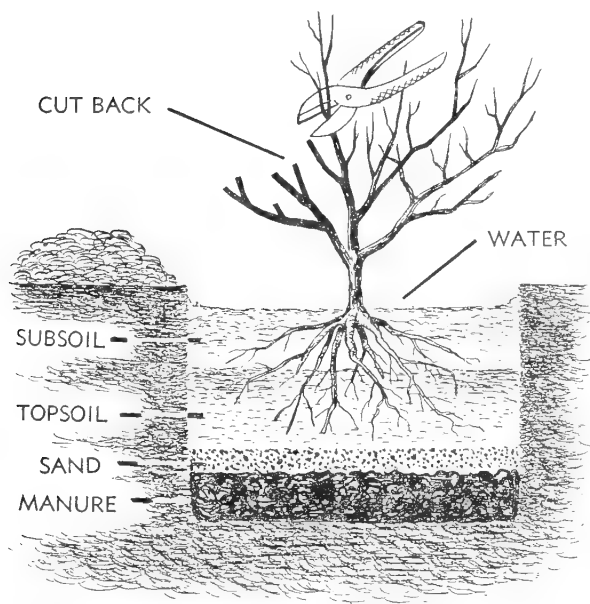
what deeper than necessary for the actual planting. Then, put your layer of manure on the bottom of the hole. Again, well-rotted stable manure is best, and can be placed in the bottom of the hole to a depth of about one inch. Rotted cow manure is good, and commercially bought sheep manure can be used, but use it much thinner. Not over 1/2 inch deep for this sheep manure.

The commercially bought sheep manure has usually been composted, and is therefore suitable.

Leave the hot manures, such as chicken manure alone.

Now, after you have put your layer of manure in the bottom, put a separating layer of sand or top soil on top of the manure. This separating layer should be about two inches deep. Don't worry, the roots will soon reach down through it to the fertilizer, and by that time the fertilizer will be in such a state of decomposition as to be usable.

Now, set your tree or shrub in the hole, spreading the roots well, and filling the dirt in a little at a time, rearranging the roots carefully as necessary. From time to time, shake the shrub gently—not hard—just gently. This will cause the soil to settle around it.



**PROPER SHRUB PLANTING.** Everything above is correctly done. Manure is on the bottom of the hole. Then a separating layer of sand, then the top soil, finally the subsoil, with a slight cavity around the shrub for watering. This picture also shows proper pruning of shrub after planting, often a good thing. The pile of soil at the left of the shrub will be filled in later as explained in the text.

After the roots are well covered with earth, you can get into the hole with your feet, and press the soil firmly.

The earth you have been using to fill in with is the top soil. In other words, although the top soil was at the top in the beginning, it goes into the bottom of your hole. After

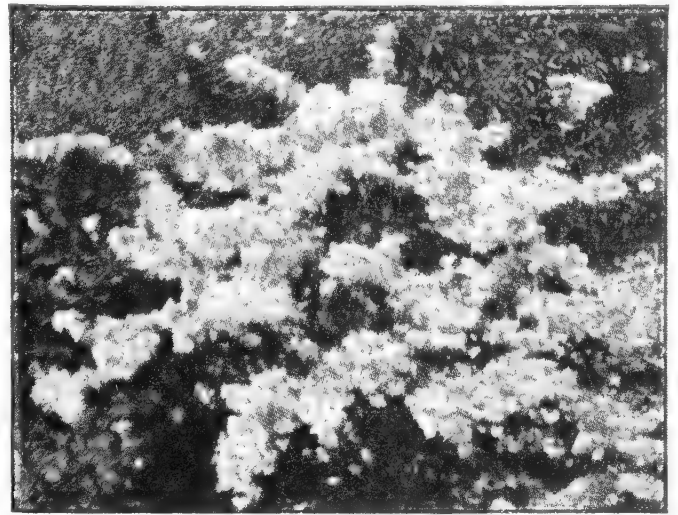
(Continued on page 42)

THREE RIVERS, MICH.

## Beauty Bush

(*Kolkwitzia amabilis*.) Famed for its beauty. Great masses of delicate pink, fragrant flowers, gracefully drooping. Blooms in May and June. Grows 5 to 8 feet. Plant 4 to 5 feet apart in ordinary soil; ordinary moisture; sun or part shade. 1 1/2 to 2 foot plants.

1 for .....	\$1.20
2 for .....	2.10
4 for .....	3.90
6 for .....	5.70



Beauty Bush

## French Lilacs

(*Syringa vulgaris*.) Beautiful flowers; beautiful foliage; wonderful fragrance. Can be used in groups or they make a fine hedge. Grow 8 to 10 feet high. Plant 5 feet apart; ordinary soil; ordinary moisture. You choose colors: Red, Pink, White or Blue. 18 to 24 in., 3-yr. plants.

1 for .....	\$1.00
2 for .....	1.78
4 for .....	3.28
6 for .....	4.75

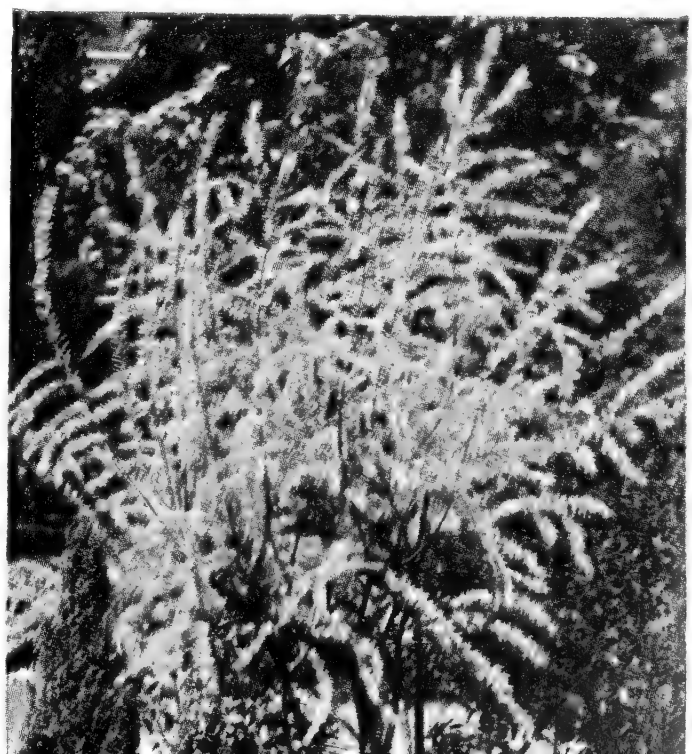


French Lilac

## Tamarix Summer Glow

(*Tamarix hispida aestivalis rubra*.) Beautiful variety. Great profusion of delightful little wine-red flowers in late summer. Graceful silvery green foliage. Both excellent for cutting. Ordinary soil, ordinary moisture, sun or part shade.

1 for .....	\$0.90
2 for .....	1.58
4 for .....	2.93
6 for .....	4.28

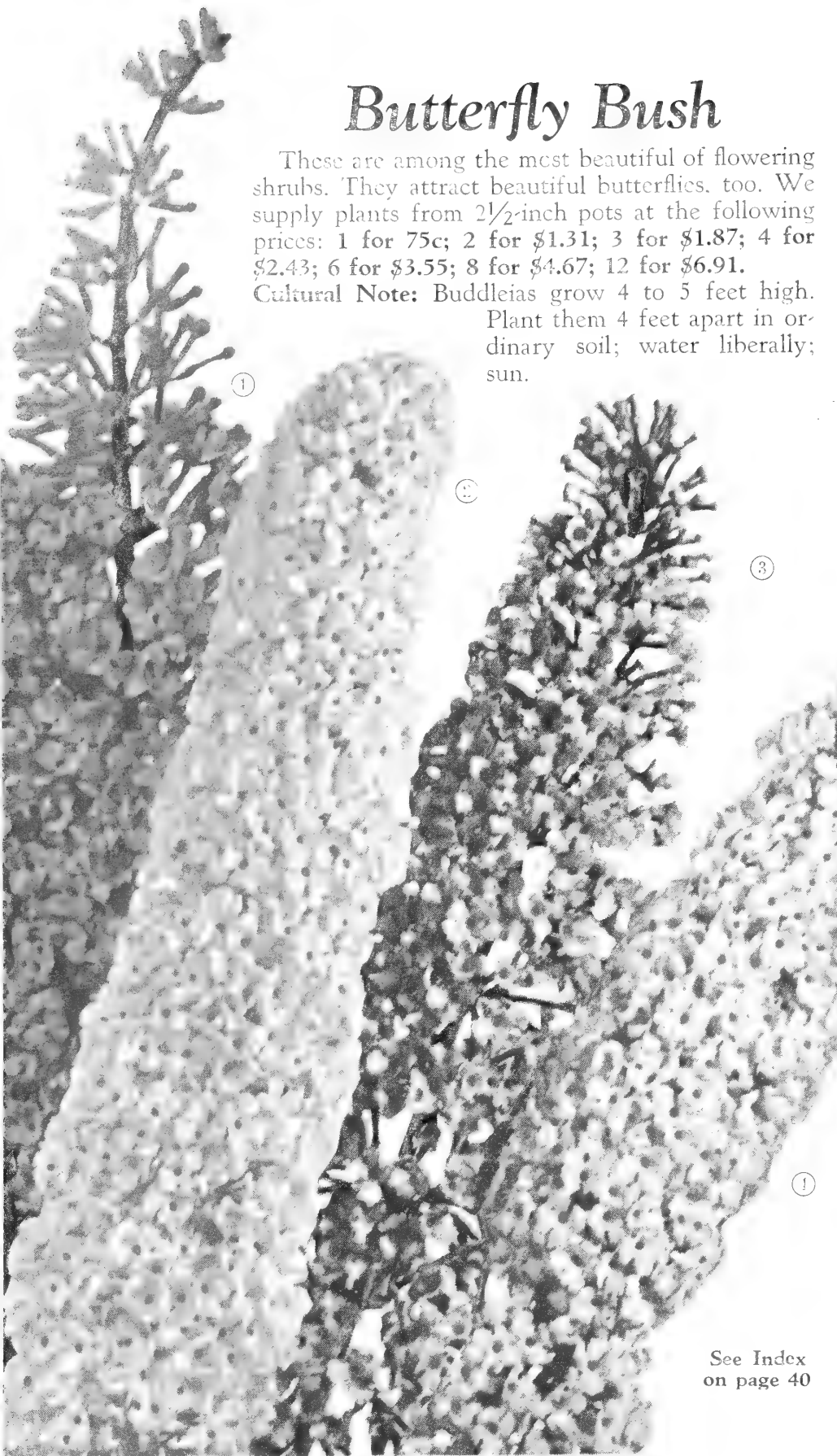


Tamarix, Summer Glow

# Butterfly Bush

These are among the most beautiful of flowering shrubs. They attract beautiful butterflies, too. We supply plants from 2½-inch pots at the following prices: 1 for 75c; 2 for \$1.31; 3 for \$1.87; 4 for \$2.43; 6 for \$3.55; 8 for \$4.67; 12 for \$6.91.

**Cultural Note:** Buddleias grow 4 to 5 feet high. Plant them 4 feet apart in ordinary soil; water liberally; sun.



See Index  
on page 40

**ROYAL RED. (1)** We might have named this amazing Buddleia "Ruby", for in the sun, it actually glows with a dark ruby color. In the shade, it is more of a deep, mysterious wine color. Spikes well formed and full to the end. Vigorous and healthy; hardy; tops die during northern winters and revive in spring. **Prices above.**

**PINK CHARMING. (2)** Beautiful 12- to 13-inch spikes of delicate pink flowers. Hardy throughout the United States. Your friends will admire and envy its beauty. Pick off flower spikes in July for best blooms in August and September. Plant 4 feet apart in sun. Mulch in winter. **Prices above.**

**ROYAL PURPLE. (3)** (Propagation Rights Reserved.) One of the newest and most beautiful of Buddleias. Color is rich, glowing purple; flowers really seem to be lighted from within. Bush completely covered with long, beautiful spikes. Blooms from August until frost. Grows 4 to 5 feet. **Prices above.**

**ILE DE FRANCE. (4)** Rich purple spikes 12 inches or more in length completely cover the bush. Grows 4 to 5 feet high with a corresponding spread. Vigorous and easy to grow. Blooms from August to end of autumn. Blooms the first year. A thrilling beauty in full bloom. Best if mulched in winter. **Prices above.**

## HOW TO GROW THEM

you have filled in with all your top soil, start adding the sub-soil, but do not put all of it in. Leave a depression two or three inches deep from the top of the ground, and then immediately let water run into this and soak down around the roots. The best method is to simply let water run into the hole from your garden hose, until it refuses to soak in any more, then stop.

Do not fill in the rest of the sub-soil for several days, but water it daily as just described for four or five days at least, then you can fill in with the rest of the sub-soil. It will make a mound at first, but this will settle.

## Planting Depth

**T**HIS is important. Usually, there will be a line around the base of the shrub showing the ground level at which it grew in the nursery. Set this line slightly below your soil's surface to allow for settling. Never plant so shallowly that the roots are exposed, as they will dry out and refuse to convey moisture and fertility to the tops, and the shrub will die.

## No Care From Now On

**T**HAT statement is virtually true. After a shrub or tree is planted, there is nothing more to do to it excepting to water it well in periods of drouth.

Few diseases bother shrubs and trees, and it is best not to worry about them until trouble really occurs. Occasionally they may be bothered by chewing or sucking insects, or by fungus diseases. In that case the recommendations are the same as for perennial flowering plants, which have been discussed earlier in this book.

And don't forget your free consultation service. We are always glad to answer questions for our customers and prospective customers.

*Money Saver!*

## Buddleias

If you will let us select the variety for you, we can save you money on Buddleias. We will select two from the four listed at the left, and make you special prices as follows:

**Price: 2 for \$1.00; 4 for \$1.85.**

You may state whether you want both the same color or two different colors, but otherwise we make the choice.

**SPECIAL PRICE 2 for \$1.00**



# Azalea

Yes, you can have Azaleas in the north, and Azalea Mollis is exceedingly beautiful. The blooms are charming, and it is a beautiful shrub in your garden, or in your landscape. Often the shrub will be almost completely covered with flowers, like our Azaleamums. In fact, Azaleamums were named because they are so prolific in bloom, like Azaleas. Bloom May-June. These plants are hybrids and we cannot guarantee any particular color, but all colors are beautiful: burnt orange, yellow, pink, red or salmon. Any will be a delight to you. Plant them 2½ to 3 feet apart, in slightly acid soil.

1 for \$1.30      3 for \$3.24  
2 for 2.28      4 for 4.22  
8 to 10 inch plants



*Money Saver!*

Plant in pairs for best effect.

Buy This Money-Saver To Get Your Pairs.

2 Azalea Mollis .....\$2.28  
2 Garland Flower ..... 2.28

\$4.56

(1 of each, \$2.60 value, only \$2.15)

Special  
Price

\$3.87

Both Azalea and Garland Flower (Daphne) like a moist, fertile soil. Will grow well either in sun or part shade.

## Garland Flower (Daphne cneorum.)

A wonderfully fragrant shrub—especially fragrant, customers going wild over it at our nursery the minute they get a whiff of its delightful odor. And, beautifully covered with blooms, as shown. In May it is just one big gorgeous mass of pink loveliness. You also get some blooms at intervals during summer until fall. Leaves are green all winter, with a beautiful waxy texture. Plant them 2½ to 3 feet apart. Ordinary, well-drained soil; sun. PRICES: 8- to 10-inch plants, 1 for \$1.30; 2 for \$2.28; 4 for \$4.22.



## HOW TO GROW THEM

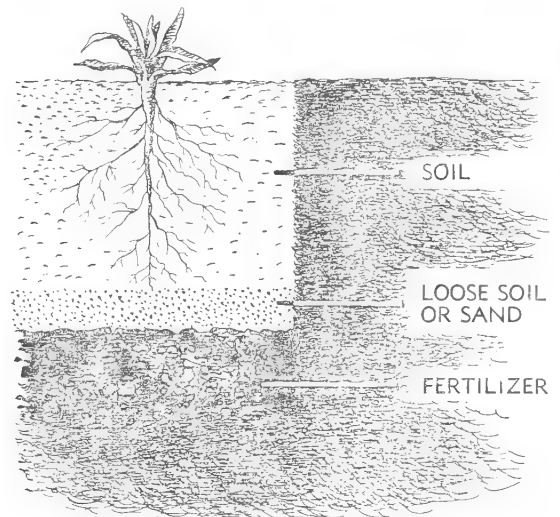
### How to Provide Drainage

THE chances are that your garden soil is sufficiently well-drained that you will need do nothing to provide drainage artificially. However, there are cases where land is made unsuitable for gardening, because heavy rains do not soak away rapidly enough. Then, drainage can be supplied. It is really quite simple.

To begin with, you must dig a little deeper than ordinarily required by the plants. Then, if you are going to fertilize with rotted animal fertilizer, you can apply it in the bottom of the hole. After you have applied the animal fertilizer, put down a layer of loose sand about one to two inches thick. This will provide drainage at the same time that it is supplying fertility to the plant.

Be sure to use a loose material for your separating layer. If your garden soil is of clay, you must use something else, like loose sand, which you would have to bring in. The clay is too impervious.

If you are unable to supply the animal fertilizers, fine loose gravel can be used in the bottom, instead of the manure. But, if you can use the manure, by all means do so.



DRAINAGE PROPERLY ARRANGED.

## Roses

### Kind of Soil

ROSES like a good, rich, well-drained soil, with lots of fertility. Whether it is acid or sweet does not matter, unless it would be extremely so in either direction. And, they will thrive on a soil of almost any texture, excepting the very light, sandy soils.

Heavy soils are fine for Roses, especially when loosened somewhat by mixing well with well-rotted stable manure or cow manure. This would give them a nice loamy effect which Roses like.

(Continued on page 44)

R. M. Kellogg Company, Three Rivers Mich.



## Gardenias

(*Gardenia veitchii*.) Long considered a hothouse flower, and rare; now you can grow your own beautiful ones, and have them all winter long. We supply them out of 2 1/4 or 3-inch pots; you then grow them outside in a sunken flower pot. **In the fall** you bring them in, pot and all, set them in a sunny window, and that's where they do most of their blooming. You get the benefit of their amazing fragrance and delicate beauty all winter. You can leave them on the plant, or make your own envy-provoking corsages.

**Cultural Note:** Grow Gardenias outside in sunken flower pots during summer, sunny location, plenty of water, rich garden soil, acid. To acidify, water with a solution of 1 ounce of ferrous sulphate in 2 gallons of water.

2 1/4-Inch	Size	3-Inch	Size
1 for ..	\$0.90	1 for ..	\$1.35
2 for ..	1.58	2 for ..	2.37
3 for ..	2.25	3 for ..	3.37
4 for ..	2.93	4 for ..	4.39
6 for ..	4.28	6 for ..	6.42

We supply 3 ounces of ferrous sulphate with each plant.

## Little Bo Peep Miniature Rose

The Little Bo Peep of our nursery rhyme days may have lost her sheep, but this little Bo Peep certainly has not lost any of her beauty and charm. In fact, beauty and charm are something she has in abundance. Delicate pink coloring; delightfully fragrant.

Very hardy; persistent bloomer June until frost. Six to eight inches high. Plant in rich, well-drained soil, with sun. Ordinary moisture requirements. Spray for best results. Plant 10 inches apart.

### PRICES:

#### Out of 2 1/2-Inch Pots

1 for .....	\$0.75
2 for .....	1.31
3 for .....	1.87
4 for .....	2.43
6 for .....	3.55

## HOW TO GROW THEM

**Sandy loam is O. K.** The only soil that you might have difficulty with is the real light, loose, open sandy soil. And, only a few flowers will really thrive in such soil, so really it can be said that Roses will thrive most anywhere other flowers will thrive.

## Fertilizing Roses

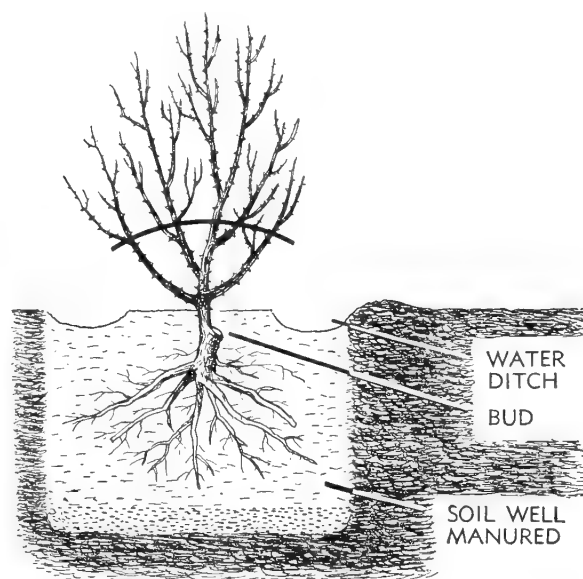
**W**E have just mentioned that heavy soils should be loosened by mixing with well-rotted manures, for Roses. That is really one good way to fertilize them, but just be sure that the manures are well-rotted, and stick to the stable manure or cow manure.

There are also very good, specially prepared fertilizers for Roses on the market, and directions always accompany the package. You can undoubtedly buy such manures locally, Roses being one of the very most popular flowers.

Commercial fertilizers are best applied after planting, keeping well away from the plant. Then water in well. Bone meal would be good the first year, since you would not expect many blooms until later in the summer, when bone meal would be available.

## How to Plant Roses

**T**HESE instructions you should heed carefully, because a Rose wrongly planted is off to a poor start. Rightly planted, it has every chance for success. Planting is very important with Roses, but correct planting is easy. All you need to do is to take care.



**A ROSE PROPERLY PLANTED.** Note particularly that the roots are well spread, and a sufficient area of soil has been prepared.

First, you should prepare your hole large enough for the Rose plant. And, we mean large enough! Those roots must have room. They must not be crowded, or bent, and, the Roses should be planted the proper depth.

R. M. KELLOGG COMPANY

For proper depth the first branches should be just level with the top of the soil, or very slightly under the top of the soil. Remember that Roses are budded plants, and if you plant them too shallowly, there is danger that they will sprout from the Japanese Multiflora roots on which they are budded, and you will have what seems to be a mere bramble. The Japanese Multiflora Rose is really nothing much more than that. But it has exceedingly good roots, and that is why it is used.

And, water your Roses in well after planting. Set your hose for a light spray, then let it run until the ground is really saturated.

A good plan is to make a little irrigation ditch around the Rose three or four inches deep, and five or six inches away from the base of the plant.

In the case of Roses, this watering-in is really a part of the planting, and it is an important part.

## Rose Cultivation

**M**ANY flowers get along with only a little cultivation, but Roses really require a liberal amount. They should be hoed or cultivated shallowly all through the season, at intervals of every week or ten days, or as soon as the ground can be worked after a rain. Keep that top soil stirred and loose.

## Controlling Insects and Diseases

**C**LEAN cultivation will go a long way towards keeping your Roses healthy, but it must be admitted that there are various insects and diseases that will visit them. Aphids are one of the insects that you may expect, and there are some fungus diseases, and there are some epicurean insects that consider Roses especially, a delicacy, such as the Rose chafer.

But the best way to handle insects and diseases is to keep your Rose beds clean, then if anything shows up go to your druggist or other dealer, who handles sprays, and without a doubt he will have something especially made for the trouble, and there will be instructions with the package.

## Winter Care of Roses

**R**OSES require more winter care than most other flowers, yet caring for them properly is well worth while, and not at all difficult.

The first thing to do is to mound earth or soil up over the crown of the plant to a depth of about five to seven or eight inches. Make a good mound, and do the work gently. Any pressure you may apply at all should be applied with the hands, and just enough to make the mound take form.

(Continued on page 46)

Three Rivers, Mich.

# Climbing Roses

## Talisman

A stunning beauty that climbs your fences or trellis and drapes it with beautiful green foliage. Then the lovely two-tone Roses appear, nice cutting size, or nice on the vines. Yellow and red as only Nature can match and blend them. It's sure a honey, worth the money. 1 for \$1.25; 2 for \$2.20; 3 for \$3.15; 4 for \$4.10; 6 for \$5.95.

You will be glad to have these old favorite beautifiers back again after their war-time scarcity.

## Other Climbers

**Climbing American Beauty.** A very fragrant, very beautiful rosy carmine Rose that heaps and piles its blooms all over your trellis, porch, or fence. There is little wonder that it is one of the real favorites. Prices below, right.

**Paul's Scarlet Climber.** A variety that will make your trellis blaze with beauty. Color, intense scarlet. Flowers well shaped, borne on rigid, upright stems. Prices below, right.

**Primrose.** This is the pretty yellow; primrose-yellow; and it is indeed beautiful. Flowers large and well formed; do not fade. Foliage luxuriant and healthy. Prices right.

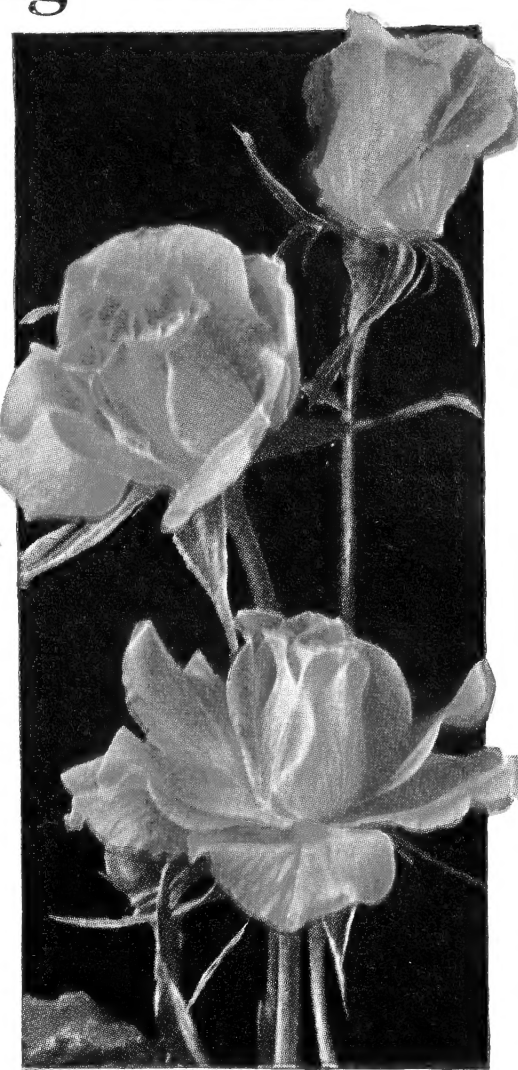
## Polyanthas

Often they will have 100 to 200 blossoms per plant, and they bloom in this amazing fashion all summer long. Simply keep the blossoms clipped off before the petals fall. Wonderfully beautiful in low hedges where a mass of color is desirable. Beautiful when only half open; can be used for corsages. Plant 12 to 15 inches apart; good rich soil; water well; give full sun. Furnished by color only: red, pink, white or orange.

**PRICES 2-Year Budded Stock**  
1 for ..\$1.20 4 for ..\$3.90  
2 for .. 2.10 6 for ... 5.70  
3 for .. 3.00 12 for .10.95

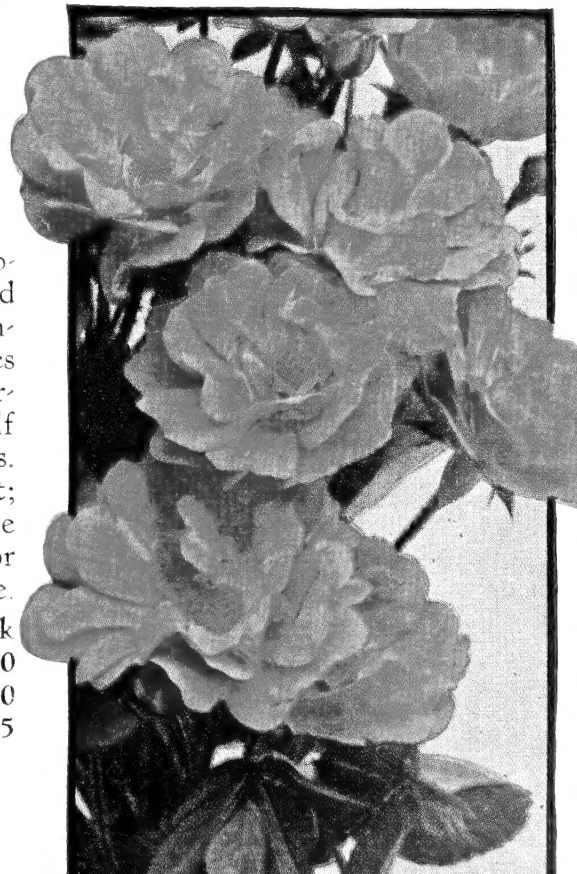
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**Silver Moon.** Beautiful white flowers; entrancing fragrance. Fine, semi-double shape; pure in color. A really worth-while white climber.

<b>PRICES</b>	1 for ..\$1.20
<b>All Climbing</b>	2 for .. 2.10
<b>Roses Except</b>	3 for .. 3.00
<b>Talisman</b>	4 for .. 3.90
	6 for .. 5.70





# Dazzling

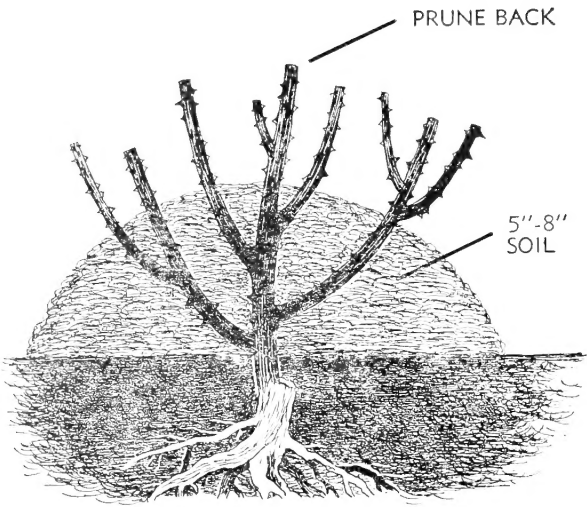
## Roses by Colors

You can save money by ordering by color only. You may choose Red, Pink, Yellow, White or two-tone. Please do not try to choose varieties, only colors.

1 for	\$0.85	4 for	\$2.76
2 for	1.49	6 for	4.03
3 for	2.12	12 for	7.85

① For prices by variety, see far right.

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**A ROSE READY FOR WINTER.** Note how the plant is pruned back, and also how the soil has been heaped to a depth of 5 to 8 inches.

Perhaps you do not have enough soil in your garden, and in that case, you must transfer it from some other point. You do need this soil mound over the crown of the plant.

If you mound earth over the crowns in this manner, usually a mulch is not necessary, though a light mulch can be used.

Some prefer to use mulching in place of the mound of soil, but in that case you must allow for packing down, and the mulch would have to be at least ten inches deep, and twelve inches would be better. We prefer the method of using mounded soil. It will usually bring the Roses through.

## Time for Mulching Roses

**F**OR other flowers we have emphasized the idea of mulching after the first freeze. Roses are an exception.

They should be mulched shortly before the first heavy freeze. Of course, a little guess work is required, so to be safe you could do your mounding, or mulching a week or ten days ahead of when you guess the freeze will arrive. If it does arrive early, you are prepared, and if not, no harm is done.

## Removing the Mulch in the Spring

**I**N general the same rules apply for removing the mulch from Roses in the spring, as for other flowers. It should not be done until all danger of freezing is past, but the mulch should not be left on so long that the Rose canes will bleach.

Be careful in removing the mulch, not to injure the canes. And, if you have simply mounded soil around the Rose plants, it need not be carried away, but will soon level off. If you have brought it in, again, it is not necessary to carry it away. Otherwise, brought-in soil would not have been necessary.

**R. M. KELLOGG COMPANY**  
Three Rivers, Mich.



# Dozen Everblooming Roses

The Roses shown here need no descriptions. They are well-known as outstanding varieties, and are well-pictured. Each picture is numbered, and following are the names of the varieties with corresponding numbers, all strong, two-year plants budded on Japanese Multiflora roots.

- |   |   |
|---|---|
| (1) Picture   | ( 2) President Herbert Hoover   |
| (3) Peinsettia  | ( 4) Luxembourg   |
| (5) Caledonia   | ( 6) Editor McFarland   |
| (7) Golden Dawn   | ( 8) Charles K. Douglas   |
| (9) Golden Charm  | (10) Etoile de Hollande   |
| (11) Talisman. Not pictured, but known to all. It puts other two-toned Roses in the background. Color: Golden yellow with shades of copper-red and orange-rose. | (12) Condesa de Sastago. Another beautiful two-tone Rose, like Talisman in coloring, but produces a larger number of petals. It is more double. Some prefer it to Talisman. |

PRICES:	
By Variety	
1 for .. \$	1.25
2 for ..	2.19
3 for ..	3.12
6 for ..	5.55
12 for ..	11.55

Prices by variety at right, above.

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PROPAGATION RIGHTS RESERVED

You Can Have  
Hundreds of  
Beautiful Flowers  
Like This . . .  
All on One Plant

Do not confuse the new Azaleamum, White Christmas, with an ordinary Mum. It is true Azaleamum type, like Azaleamum Summer Sunset, shown on pages 24-25, but, because the flowers themselves are so beautiful, we show them instead of the plant.

# New Large-Bush Azaleamum White Christmas

Azaleamum, White Christmas, is a true One-In-A-Thousand variety, having come to the top like rich cream in our new variety trials. It is for you who want the newest and the best.

Your chances for being a first-year owner of White Christmas are good if you order early. But, if you delay, we may have to say, try it again another day.

## PRICES: Azaleamum, White Christmas

### Regular Size (2-Inch)

1 for	\$1.25
2 for	2.20
3 for	3.15
4 for	4.10
6 for	6.00
12 for	11.70

### Oversize (3-Inch)

1 for	\$1.80
2 for	3.15
3 for	4.50
4 for	5.85
6 for	8.55
12 for	16.95

Now Azaleamums are taking another step forward. They give you large, bouquet-type flowers with the amazing Azaleamum habit of growth.

—oOo—

This newest large-flowering, large-bush Azaleamum is almost unbelievably beautiful. Its flowers are gloriously white, and they are wonderfully well formed. It produces hundreds of these fine flowers at a time, on one plant, and does it over a long period of time. Azaleamum White Christmas starts blooming in July or early August, and continues until stopped by heavy frost. Reaches peak performance about mid-September, and continues at peak until a really hard frost hits it. Plants get bushel size or larger first year, double that second year.

R. M. Kellogg Company, Three Rivers, Mich.